

Fanshawe College

FIRST: Fanshawe Innovation, Research, Scholarship, Teaching

Documentation (Approval etc...)

Digital Communications Management

2020

Digital Communication Management Business Plan

Fanshawe College

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STAGE-GATE 2

BUSINESS PLAN FOR NEW PROGRAMS

Completed Business Plans must be submitted to the Centre for Academic Excellence three weeks in advance of the next Academic Leadership Team (ALT) meeting and two weeks in advance of the next Senior Leadership Council (SLC) meeting.

Dean/Chair/Developer responsible for this new program proposal: Tracy Gedies / Rob Carver / Jackie Westelaken

Curriculum Consultant assigned: Steve Torrens

2020-01-28

1.0 Program Specifications

Proposed program title: Digital Communications Management

Proposed credential:

☐ Local Board Approved Certificate

☐ Ontario College Certificate

☐ Ontario College Diploma

☐ Ontario College Advanced Diploma

☒ Ontario College Graduate Certificate

☐ Collaborative Degree

☐ Degree

MTCU program code (if it exists): Journalism – New Media 72005

MTCU program code comparables:

70248, Mobile and Social Media Management

70243, Public Relations

Proposed Classification of Instructional Program Codes, formatted as ##.####:

09.0909 - Communication Management and Strategic Communications.

For additional information, please refer to most recent Classification of Instructional Programs (CIP) Canada published by Statistics Canada, available on <http://www.statcan.gc.ca/>.

Projected four-digit National Occupational Classification Codes (3 maximum), formatted as ####:

1. 1123 Professional occupations in advertising, marketing and public relations
2. 0124 Advertising, marketing and public relations managers

For additional information, please refer to most recent National Occupational Classification (NOC) Canada published by Statistics Canada, available on <http://www.statcan.gc.ca/>.

Identify all deliveries of this or a comparable program that have been or are currently offered at Fanshawe (including CE and/or Regional Campuses):

Describe deliveries:

COR3 Public Relations – Corporate Communication (70243)

Offered full time and part-time at the Oxford Street campus this one-year Ontario College Graduate Certificate Program concentrates heavily on PR, media and marketing communication, and crisis communication. Its focus is significantly more PR-specialized than the proposed Digital Communications Program.

ADC2 Advanced Communication for Professionals (72012)

Offered at the Oxford Street campus, this program cultivates excellence in workplace communication, interpersonal communication, writing and reports, and project development.

Proposed program launch date: Fall 2021 (International Students Only)

Proposed intake(s): ☒ Fall ☐ Winter ☐ Spring ☐ Other:

Number of students in first intake: 25

Length of program:

- Number of semesters: 2
- Semester length in weeks: 15
- Total program hours: 630 hours

**Program delivery
(check as many as
apply)**

- ☒ Web-facilitated (face-to-face) ☒ Blended ☒ Online
- ☐ Fast-track ☐ Accelerated
- ☐ Collaborative ☐ Weekend
- ☐ Other

Co-op program

- ☒ No Co-operative Education component is required
- ☐ The Co-operative Education component is a required element
- ☐ There is a Co-operative Education stream and a non-Co-operative Education stream

2.0 Executive Summary

Include the following information (600 words maximum):

- a) Program Overview: length, credential, description and suggested delivery options**
- b) Strategic Alignment: explain how this program is aligned with the indicated program area of strength and/or growth (150 words recommended maximum)**
- c) Competition: Local, regional, provincial and/or national fit/competition**
- d) Pathways: Links to further educational opportunities**
- e) Student Demand: interest in the program locally and provincially**
- f) Labour Market Demand: support for the program, job opportunities for graduates**

- a) This is a one-year graduate certificate program with a blended delivery format, starting initially with international students. The program will be of interest to students with a background in mass media, communication studies, business administration and management, or the arts. The program will appeal to students as a one-year career preparation program, as well as to students who are interested in taking two graduate certificate programs at Fanshawe College.

Presently, international students often take the Marketing Management (MKM1) program along with the Public Relations – Corporate Communications (COR3) graduate certificate program in order to gain a three-year work permit. Unfortunately, international students may not have an interest in both of these programs. This new program gives international students more choice, an option that complements three programs, Marketing Management (MKM1), Public Relations - Corporate Communications (COR3), or Advanced Communication for Professionals (ADC1).

The new program allows students to stay at Fanshawe College rather than go to another college for a second program, and provides students with desired, marketable skills.

- b) Fanshawe College has identified digital media and entertainment as an area of strength and this program will further the college's offerings in this field. This aligns with the London Economics Development Corporations recognition of the Digital Creative industry as an area of strength and growth in the City of London.
- c) Research has shown there are very few college-level graduate certificate programs in digital communication, and the program that comes closest to this concept is Humber's newly launched Content Strategy graduate certificate. Other academic institutions, like Western University, offer a diploma and a certificate in digital communication. Humber also offers a Bachelor of Digital Communications. Durham College offers a three-term graduate certificate in Advertising and Digital Media Management.
- d) Pathways in and out of the program for graduates are complementary graduate certificates in Marketing Management (MKM1) or Public Relations - Corporate Communications (COR3).
- e) Fanshawe offers a limited number of graduate certificates that are of interest to international students with a marketing or communications background, and the program combination of Marketing Management (MKM1) and Public Relations-Corporate Communications (COR3) doesn't

appeal to all of these students. This new program is meant to offer a choice to international students interested in media and communications and will complement what is being taught in COR3.

- f) According to EMSI, there is a projected increase of 32% in new jobs (66 new jobs/year) in the London CMA for NOC – 1123 - Professional occupations in advertising, marketing and public relations over the 8-year period of 2016-2024. Over the same period, there are increases predicted of 13% (883 jobs/year) for the province and 12% (1723 jobs/year) the country. All cities in the 100 mile from London CMA are expecting job increases ranging from 4 - 56% with overall increases for the entire area of 13% over the period. Seventy percent of these new jobs will be found in the Toronto CMA. Most of the job increases in London and the province can be attributed to regional trends.

Over 40 different industries in the London CMA employ NOC – 1123 - Professional occupations in advertising, marketing and public relations. NAICS5418 – Advertising, public relations, and related services is the most directly related to this occupation as well as the largest employer. It is expecting a 40% increase in new jobs over this period (10 jobs/year).

According to Job Bank Canada, the employment outlook for the 2017 – 2019 period for NOC – 1123 - Professional occupations in advertising, marketing and public relations in Ontario is expected to be good. Employment growth leading to several new positions, positions becoming available due to retirements, and a moderate number of unemployed workers with recent experience in this occupation are factors contributing to this outlook.

3.0 Academic Programming and Quality Assurance

3.1	Program Vocational Learning Outcomes <i>Consultation: CAE</i>	→	See <i>Appendix A: Form 1 – Program Vocational Learning Outcomes.</i>
3.2	Essential Employability Skills Learning Outcomes <i>Consultation: CAE</i>	→	See <i>Appendix A: Form 2 - Essential Employability Skills Outcomes.</i>
3.3	Program Description <i>Consultation: CAE and Registrar's Office</i>	→	See <i>Appendix B: Program Description.</i>
3.4	Course Descriptions <i>Consultation: CAE</i>	→	See <i>Appendix C: Program Curriculum.</i>
3.5	Relationship to Professional or Licensing Bodies <i>Consultation: CAE</i>	→	See <i>Appendix D: Regulatory Status Form.</i>

3.6 Curriculum Design and Delivery



See **Appendix E: Curriculum Map - Program VLOs and EESOs.**

- a) Provide rationale for curriculum design and delivery methods (e.g., face-to-face, blended, online, fast track, accelerated, collaborative; full-time vs. part-time), including work integrated learning (if appropriate):
 1. Alignment with program vocational learning outcomes
 2. Alignment with essential employability skills outcomes
 3. Suitability for target populations(s)
- b) Indicate where and how existing courses may be included in this new program.
Consultation: CAE, Subject Matter Experts (SMEs), External Resources

There are certain courses in the Marketing Management (MKM1) and Public Relations-Corporate Communications (COR3) programs that may be used for internal credits in this program as there will be some crossover in terms of content, skills, and learning outcomes.

Similar courses include

COMP-5062 Web Design for Optimization

MGMT-5074 Google Analytics

MGMT-5057 Search Engine Marketing & Google AdWords

3.7 Research and Innovation

- a) Describe how research and innovation will be included in the program (Policy 2-B-02).
Consultation: Centre for Research and Innovation, Subject Matter Experts (SMEs)

Research and innovation will be incorporated into the program by engaging with live clients whenever possible, and participating in all the resources the Innovation Village has offer students. The second term will also include the creation of the student's own website and professional portfolio that demonstrates their skills.

4.0 Fit of Program

4.1 Gap Analysis

- a) How is the program similar to or different from existing programs at the College and what impact will this program have on existing programs at the College? For example, does the proposed program provide additional breadth to our program offerings, or does it add specific disciplinary depth?
- b) Are there similar programs being offered at colleges, universities or private institutions provincially, nationally and/or internationally? If yes, provide profile of key competitors including location and a brief description and how they differentiate themselves.
- c) How else is the industry need being met if not provided in the options listed in c) above (e.g. regulatory body or in-service training)?

- d) What makes this program unique from the similar existing programs identified in a), b), and c) above (e.g., innovative delivery methods, unique focus on teaching and learning or a specific student population, niche programming, research strengths)?

Consultation: CAE, Institutional Research, Subject Matter Experts (SMEs), External Resources

- a) While there are some common elements with (MKM1) and (COR3), this proposed program will complement the existing graduate certificate programs and give students more choices when it comes to graduate certificates in the marketing, communications, and media industries.
- b) Existing digital communication programs were reviewed as part of the research process. There are similar programs at 28 institutions across North America. Keeping in mind an academic institution may offer more than one credential in the area of study e.g. Western University offers both a certificate and a diploma in digital communication.
- a. Canadian institutions reviewed: 21 (6 Ontario Colleges)
 - b. Certificate: 15
Diploma: 3
Degree: 2
Graduate Certificate: 3
 - c. US institutions: 7
Certificate: 2
 - d. Graduate Certificate: 5
- c) There is no regulatory body for this type of area of study
- d) The uniqueness of the program is that there are very few similar programs in Ontario, or even Canada, which focus on digital communications. This program will also focus on a blend of soft skills as well as the more technical skills. London's position in Ontario as a hub for the tech sector also positions the program well in terms of program advisory committees and external focus group research that will help ensure we're teaching skills that are required in the industry. While many colleges offer marketing with media, this program offers more choice at Fanshawe College for international students with a mass communication or media studies background who would like to take at least one, if not two graduate certificate programs. Existing Fanshawe College graduate certificate programs that would complement this new program include Marketing Management (MKM1), Advanced Communication for Professionals (ADC1), and Public Relations – Corporate Communications (COR3).

4.2 Key Performance Indicators (KPIs)

Please complete this table with the three most recent years of published data* for similar programs at your college only (minimum one, maximum three). Similar programs may include programs at the same or different credential levels, and transfer opportunities. Please add additional rows as needed.

Program		Academic Year of Graduation	2016-2017	2015-2016	2014 - 2015
MTCU Title	MTCU Code				
Public Relations	70243	Graduate Count	59	55	54
		Employment Rate**	92	72	78
		Employment Rate in a Related Field***	69	33	50

*KPIs are to be calculated in accordance with the methods prescribed by MTCU. KPIs are based on graduates of MTCU approved full-time postsecondary programs whose funding status is shown in the graduate record layout as MTCU operating grant, Co-op Diploma Apprenticeship or Second Career, and who were surveyed by telephone.

** Employment Rate = (number of survey respondents employed Full-time or part-time, related or unrelated) / (number of survey respondents in labour force)

*** Employment Rate in a Related Field = (number of survey respondents employed Full-time or part-time, related) / (number of survey respondents in labour force)

4.4 Pathways to and from Proposed Program and Programs

- Drawing on the gap analysis, are any program pathways anticipated or under negotiation to and/or from this program (internal and external)? If yes, describe how the existing/proposed program supports student mobility.
- Describe any special features of this pathway (e.g., laddering, bridging).
- How does this program fit into the provincial and national credit transfer framework? ([ONCAT](#)) (i.e., course to course vs. program to program; college to university, college to college, university to college)?

Consultation: CAE (Pathways Coordinator – Gabriela Kongkham-Fernandez)

Similar to Public Relations Corporate Communications, this is a graduate certificate program and as such the focus is on pathways into the program from college and university diploma and degree programs. Examples would be Ontario college programs in Journalism, and Advertising and Marketing Communications, as well as Western University's Media Information and Technology Program, and Royal Roads University's BA in Professional Communications. Recognizing International student interest in completing two graduate certificate programs in two years, logical Fanshawe programs to partner with this program include Marketing Management, and PR – Corporate Communications.

4.5 How will this program help support the College's mission?

This program will support the College's strategic goals and academic priorities the following ways:

Goal One – Enhance Innovative Practices for Exceptional Student Learning

More than 10% of the program hours will be delivered online.

The program has been developed to align with the priority to “ensure that there will be a research and innovation experience for the students.” The program will leverage research and innovation opportunities through Fanshawe's Innovation Village

Goal Two – Manage Enrolment Growth

The priority of enrolment growth furthered by an increase in new enrollment and the retention of graduates who wish to take another graduate certificate.

In the College's Strategic Mandate Agreement, Digital Media and Entertainment was identified as an area of strength and expansion, and this program will help meet that goal of strength and expansion by attracting and keeping international students with an interest and aptitude for communication and

technology. Paired with either (MMK1), (ADC1), or (COR3), we will provide students with technical skills that are being sought by today's employers for tomorrow's job.

5.0 Demand and Support for Program

5.1 Student Demand

- a) Provide evidence to validate student demand and/or societal need. (e.g. Student surveys, enrolment summaries and growth trends for similar programs, system enrolments and projected growth, or demographic projections for relevant sub populations)

- b) Indicate which student populations are most likely to be attracted to the program:

Persona Groups

- ☐ Direct
- ☐ Non-direct
- ☒ International
- ☐ Other (identify):

- c) Include an assessment of whether this program will draw students away from existing College programs or complement existing programs.

Consultation: Registrar's Office, Recruitment, International Services, Institutional Research

- This program will be seen as a specialization in the field of communications for university and college graduates as it focuses on digital media.
- The number of international enrolments in the Public Relations – Corporate Communications Graduate Certificate programs in the province has been strong, with higher enrolments in the winter semester over the fall semester. The applicant to enrolment ratio for the winter intake at Fanshawe suggests that there is solid local demand for communication-specific graduate certificates. The fall intake of this program would be ideal for the graduates of programs with winter starts. The winter 2018 cohort from the three programs identified as feeder programs, is 126 as compared to 80 in the fall cohort. The winter students are more likely to look for a fall start second program. (see Appendix I)
- Increasingly, nearby universities are offering MA, graduate or certificate-level programs in professional communication (e.g. University of Guelph, University of Toronto, Western University, Ryerson University); this trend suggests that there is strong local demand. These programs only serve students who are in or who have completed other university-level studies; our proposed graduate certificate program would be open to those who have completed college-level studies, as well as those with university credentials, which means that we can provide this program to students who are not served by the universities.
- International students who come to study at Fanshawe College usually want to take two graduate certificate programs in order to apply for a three-year work permit. Many of the students who take the Public Relations - Corporate Communications program go on to take the Marketing Management graduate certificate (or vice versa) even if they already have a degree in marketing from their home country. This proposed program would fulfill their desire for a second

graduate certificate at Fanshawe College while also making them more marketable in the Canadian workforce with skills they would learn in the program. The technical skills would also make them more marketable should they choose to return home.

- There is also a growing need for graduate certificate programs for international students as the programs Fanshawe College has are often over capacity, forcing students into programs they do not wish to take and that do not align with the students' short-term and/or long-term career goals.
- Western University is currently running five communication credentials:
 - **Certificate in Digital Communication (CDC)** an undergraduate-level certificate in that is open to its undergraduates, who must achieve a 65% average in the certificate courses.
 - **Diploma in Digital Communication (DDC)** a program of study that may be completed full-time in one year or part-time over a number of years.
 - **Certificate in Professional Communication**, an undergraduate-level certificate in that is open to its undergraduates, who must achieve a 70% average in the certificate courses.
 - **Professional Certificate in Business Communication:** A five-course Continuing Studies certificate helps you acquire the necessary skills for effective business communication.
 - **Professional Communication and Management (GDip)** A graduate diploma in that is open to graduates from BA and BSc programs. Tuition for the program is \$6000 per semester for domestic students; \$12,000 per semester for international students.

The large number of these programs indicate that there is a need for programs of this type in our area. These programs align with our proposed program that focuses on digital communications, making the proposed program distinct from the many Public Relations programs running at Ontario colleges. The fact that many universities have digital and media communications certificates suggests that there is sustainable demand. The fact that there would be lower tuition at Fanshawe would make our program more attractive.

5.2 Labour Market Demand

- a) Provide evidence to validate employment demand from some or all of the following:
1. Trend data (employment trends for related employment)
 2. Feedback from and support of a related Program Advisory Committee
 3. Feedback from external stakeholders (Attach minutes from external stakeholder panel as appendix)
 4. Other data sources (e.g., local, provincial, national and/or international economic development corporations, industry/professional associations)
 5. Letters of employer support (attached as appendix)

According to EMSI, there is a projected increase of 32% in new jobs (66 new jobs/year) in the London CMA for NOC – 1123 - Professional occupations in advertising, marketing and public relations over the 8-year period of 2016-2024. Over the same period, there are increases predicted of 13% (883 jobs/year) for the province and 12% (1723 jobs/year) the country. All cities in the 100 mile radius from London CMA are expecting job increases ranging from 4 - 56%, with overall increases for the entire area of 13% over the period. Seventy percent of these new jobs will be found in the Toronto CMA. Most of the job increases in London and the province can be attributed to regional trends.

Over 40 different industries in the London CMA employ NOC – 1123 - Professional occupations in advertising, marketing and public relations. NAICS5418 – Advertising, public relations, and related services is the most directly related to this occupation as well as the largest employer. It is expecting a 40% increase in new jobs over this period (10 jobs/year). A selection of area job postings from Indeed which require communications and media development skills is attached to Appendix J

According to Job Bank Canada, the employment outlook for the 2017 – 2019 period for NOC – 1123 - Professional occupations in advertising, marketing and public relations in Ontario is expected to be good. Employment growth leading to several new positions, positions becoming available due to retirements, and a moderate number of unemployed workers with recent experience in this occupation are factors contributing to this outlook. See Appendix J

Local job postings from Indeed show a rise in demand for digital communications skills including social media skills. Trade-Schools.net identified Digital Content Specialist as one of the top ten jobs with the rationale that,

“One of the major cultural revolutions that keeps getting more entrenched is the move toward more dynamic, digital, interactive, and on-demand media. Because of digital devices that keep us constantly connected to almost any kind of information or entertainment we want to consume, the need for fresh content that breaks through the noise is never-ending. Organizations in every industry is discovering that generating new digital content is becoming a major key to sustaining their effectiveness. That's why digital content specialists—with all kinds of different job titles and abilities—are increasingly in high demand, especially with the growing popularity of remote work and freelance gigs. To prepare for this type of position, it's smart to get training in areas like Internet marketing, writing, and multimedia and digital arts.”

At the (COR3) Program Advisory Committee meeting in June of 2019, the idea of this program was presented and there was positive feedback for it by the employers who were present. They were supportive of the balance of soft and technical skills that are required in their fields of expertise, especially on the agency side of digital communications. See minutes and letters of support Appendix K

5.3 Partnerships Supporting New Program

- List any new internal or external partnerships that may develop if this program were to be delivered. Include letters of support in an appendix.
- What, if any, alliances are possible to reduce costs, increase speed to market and increase market coverage?
- How are the external stakeholders willing to support the proposed program? (check as many as apply)

☒ Continuing on Advisory Committee ☒ Teach a course

☐ Provide placement or experiential learning (e.g. co-op, field placement, mentorship)

☒ Present as a guest speaker ☐ Provide a tour

☐ Research (project, partnership etc.) ☐ Donation, Scholarship, Award

☐ Other:

Consultation: Internal and External Stakeholders

There are several professional organizations that would be great partners for content, curriculum, advisors, and potential student projects. The existence of these organizations also speaks to the recognition of the importance of communication and especially digital communication. Appendix J contains letters of support from local professionals.

The International Association of Business Communicators is a global network of communication professionals with a very active local chapter in London. “Founded in October 1979, IABC/London encompasses a network of members who work or study communications, marketing, and creative services. IABC/London members represent a diverse range of professional experience, educational background and fields of expertise.

The International Association of Business Communicators (IABC) inspires and demands the highest professional standard of quality, innovation and integrity in organizational communication. Providing professional communicators with the tools they need to manage communication today in an effective and integrated manner by sharing and applying the world’s most effective communications practices.” <http://london.iabc.com/about-us/>

Women in Communication Technology is a national organization that was established with a mission “dedicated to the advancement of women through a coast to coast network of professional women, men and companies in communications and technology.” There is a local / London chapter that is growing in popularity. The goals of the organizations are to “empower women in broadcasting, cable, telecommunications, digital media and technology to achieve professional success, to aim higher and to be recognized for their achievements.” WCT’s partners include the Information Communications Technology Council, Information Technology Alliance of Canada and Wired Women, <https://www.wct-fct.com/en/who-we-are>

6.0 Feasibility of Program

6.1 Multi-Year Enrolment Projections (headcount)

	2021/22			2022/23			2023/24			Ongoing		
	F	W	S	F	W	S	F	W	S	F	W	S
Year One of Program	25			30			35			35		
Year Two of Program												
Year Three of Program												
Year Four of Program												
Number of Graduates	24			28			32			32		
Total Enrollment												

6.2 Human Resources

a) Include staffing plan for program, up to and including full implementation.

1. Estimate the staffing requirements that are above the existing HR complement.
2. Would there be any changes to current staffing arrangements in order to implement this new program?
3. Would there be any additional training needs?

Consultation: Human Resources, OD&L, other Schools

b) Student Services

1. What other Learner / Student Success Services are required?

Consultation: Student Success Advisor

The proposal has budgeted for a full time faculty member in the second year of the program. The school is prepared for additional students requiring any services.

6.3 Ministry Funding

Consultation: CAE



See **Appendix F: Program Delivery Information (PDI) Form to Calculate Program Funding Parameters.**

6.4 Proposed Program Fees

Consultation: CAE, Financial Planning

Approved Postsecondary (APS) Program MTCU Table

- **Wt** - Program Weight for funding purposes: 1.2
- **FU** - Program Funding Units for funding purposes: 0.7
- Proposed annual tuition fee: \$ 3165.32
- Fees: Regular ☒ High Demand ☐
- What tuition and ancillary fees are being charged by other colleges for similar programs?

Institution/Program	Tuition Fees	Ancillary Fees
Sheridan Journalism – New Media	\$9927.00	
St. Clair Media Convergence	\$2,722.62	\$1280
Centennial Contemporary Journalism	\$5538.00 3 semesters	1654.50
Humber Journalism	\$4875.41 3 semesters	939.78

- Proposed ancillary fees: \$ 635.66 (to be discussed with Office of the Registrar and negotiated with FSU)

6.5 Required Program Resources

a) **Space requirements**

1. Can this program use existing space?

i. If Yes,

- Will it differ by term or year?
- Will it require renovations to existing space? If yes, describe.
- Will it require designated space? If yes, describe.
- Will additional office space be required for faculty and/or support?

ii. If No,

- Specify the size, type and attributes of classrooms and/or space.
- Will it require designated space? If yes, describe.
- Can this new space be made available to other programs/Schools?

See **Appendix G: Detailed Course Delivery**

- d. If there is a comparable room that serves as a model, indicate the room number _____.
- e. Will additional office space be required for faculty and/or support?

Consultation: Facilities Management, Timetabling/Scheduling

The program will not require new or dedicated space but would request flexible learning classrooms. Some courses will involve the use of PC labs as well.

b) Computing requirements

1. Identify any new computers or related hardware devices needed:

☐ Desktop Computer ☒ Laptop ☐ Notebook ☐ Tablet
☐ PC based ☐ MAC ☐ IOS ☐ Android ☐ Other:

Quantity: 1

2. Identify connectivity requirements:

☐ Permanent Hardwire ☒ Wireless ☐ Power Outlet – e.g., Laptops
☐ Other:

3. Identify data storage requirements (excluding FOL):

☒ Hard Drive Only ☐ Departmental Server ☐ ITS Network Server
☐ Third-Party Cloud Storage ☐ Other:

4. Identify new or modified software requirements including version, licensing and cost:

The software required is already being used by other programs: Adobe Creative Suite.

5. Identify cloud-based (online) services or products required:

None

6. Can the proposed hardware and software run on the College's networks? If no, describe what is required.
7. Estimate the computing requirements required for startup of all levels (e.g., lab sizes required, specific hardware requirements).
8. Estimate the computing requirements for ongoing delivery of the program (up to the 5th year) (e.g., estimated lab sizes required, specific hardware requirements, equipment refresh cycle)
9. What are the implications for existing IT architecture given program size, delivery format and computing requirements?
10. Does existing IT infrastructure allow this program to be offered as proposed? If no, what is required?

11. Identify any new or modified classroom teaching technology required to offer the program (e.g., projectors, audience response systems [clickers], touch-enabled displays, other):
12. Are there specific IT staff support needs for the program? If yes, describe.

Consultation: Information Technology Services

The program will use existing 35 seat PC computer labs for 15 hours over 2 semesters. There are no direct IT, software, network or staff support needs beyond those already in place.

ITS Employee(s) Consulted: Brody Lavoie

ITS Notes:

- c) **Marketing Resources** - Discuss marketing strategies with R & BM to reaching the appropriate student populations for this program.

Consultation: Reputation and Brand Management (R & BM)

Marketing Strategies	✓
Admission Process	
A. Alternate Offers	✓
Events & Recruitment Presentations	
B. Open House	
C. Recruitment Presentations	✓
D. Grad Fair	✓
E. Industry Presentations	
F. Internal Student Presentations	✓
G. College Events (e.g. Trauma & Treatment)	
H. Pathways Fair	✓
Print	
I. School Sales Brochure	
J. Flyer	✓
Direct Mail	
K. Guidance Counselor Mailing	
L. Influencer/Practitioner Mailing	
Digital	
M. Google AdWords	✓
N. Google Display & Facebook Sponsored Posts	✓
Communications & Signage	
O. Website	✓
P. Social Share	
Q. Flyer	✓
R. Zap Sign	✓
S. Program Crest	

R & BM Employee(s) Consulted: Kendra Matheson

d) **Learning Resources** - Include collections and/or online resources required.

Consultation: Library – Megan Anderson

Digital Communications Management Stage Gate 2 Library Recommendations

Library and Media Services currently has an acceptable amount of resources to support the proposed Digital Communications Management program, however a modest amount of funding is requested to add current resources to the existing collection. Only items available in digital format were considered when performing this analysis.

Listed below are examples of items already in the library collection, as well as a list of recommended additions to the collection, as well as pricing where available. The total request for library funds is as follows:

- Streaming Media: \$0
- E-Books: \$500
- eJournals: \$0

Total ask: \$500

Example Resources Already in Collection:

- **Databases**
 - [Communications and Mass Media Collection](#)
 - [Canadian Business and Current Affairs](#)
 - [Business Source Complete](#)
 - [ABI/INFORM Global](#)
 - [Academic Search Ultimate](#)
- **Streaming Media**
 - [Curio](#)
 - CBC owned, licenced, and created content. Contains several news stories and investigative reports on the impact of social media and digital communication on traditional methods of communications
 - [AVON](#)
 - Contains several news clips, business updates, etc. on digital communication, advertising, and marketing.
- **eBooks**
 - [Digital PR](#) (2019)
 - [Conquering Communication in Organisations : The Digital Way](#) (2018)
 - [Ancient Rhetorics and Digital Networks](#) (2018)
 - [Digital Rhetoric : Theory, Method, Practice](#) (2015)

<ul style="list-style-type: none"> ○ Discourse of Twitter and Social Media : How We Use Language to Create Affiliation on the Web (2012) 	
<ul style="list-style-type: none"> • eJournals <ul style="list-style-type: none"> ○ Language & Communication (1995-present) ○ Canadian Journal of Communication (1974-present) ○ Communication Research Trends (1979-present) ○ Social Media + Society (2015-present) 	
Recommended Resource Additions:	
<ul style="list-style-type: none"> • Databases <ul style="list-style-type: none"> ○ No recommended additions 	
<ul style="list-style-type: none"> • Streaming Media <ul style="list-style-type: none"> ○ No recommended additions 	
<ul style="list-style-type: none"> • eBooks <ul style="list-style-type: none"> ○ e-Book costs vary, but an average of \$250/title is realistic ○ Examples of new titles include: <ul style="list-style-type: none"> ▪ Digital Disruption In Marketing And Communications: A Strategic And Organizational Approach (2020. ISBN 9780429203572) ▪ Out-Thinking Organizational Communications: The Impact of Digital Transformation (2017. ISBN 9783319418452). 	
<ul style="list-style-type: none"> • eJournals <ul style="list-style-type: none"> ○ No recommended additions 	

6.6 Cost of Program

a) Capital requirements

- Specify the capital requirements required for startup. Consider:
 - New space/building
 - Facility renovations, additions and/or improvements
 - Classroom and/or laboratory equipment
 - Computers, software and IT infrastructure
 - Program related equipment (e.g., machinery, tooling)
 - Non-academic furniture & office equipment
 - Academic furnishings
 - Marketing materials
 - Staffing (FT, NFT, Technicians, Support)
- Estimate the capital requirements for ongoing delivery of the program (up to the 5th year).
- Specify the amount of capital investment required to implement this program that is beyond your existing capital allotment. If this exceeds \$1 Million, also the source of these funds.

See **Appendix H: Multi-Year Budget Projections with Net Present Value (NPV)**.

4. Specify the type of equipment and infrastructure enhancements needed to operationalize delivery of the program (electrical upgrade, water, eye wash station, fume hood, etc.).
5. Identify special lab amenities/attributes (functional requirements noted in 6.5 a) that impact 6.5 b)).
6. Are there any prerequisites or special considerations that will affect the timing of this proposal?

Consultation: Faculty, Chair, Program/Ops Manager, HS&S, Facilities Management

This program will use existing lab space and technology. Some specialized media production technology may be purchased in year one to supplement what is available from library media loans. Marketing and staffing costs are captured elsewhere in this document.

See Appendix H

b) Multi-year Budget

1. Outline any budgetary assumptions.
2. Specify the budget requirements required for ongoing delivery of the program.
Consider:
 - i. New space/building
 - ii. Facility renovations, additions and/or improvements
 - iii. Classroom and/or laboratory equipment
 - iv. Computers, software and IT infrastructure
 - v. Program related equipment (e.g., machinery, tooling)
 - vi. Non-academic furniture & office equipment
 - vii. Academic furnishings
 - viii. Marketing materials
 - ix. Staffing (FT, NFT, Technicians, Support)
3. What is the proposed Net Present Value (NPV)?

Consultation: Financial Planning: Terry Dobson

The program budget has been developed and budgeted for international students only for first 2 years, with the addition of domestic students going forward from year 3. The program has an NPV of \$982,101

See Appendix H

6.7 Alternative Sources of Funding

- a) Are there alternative sources of funding for this program (e.g., donations, repurposing, partnerships)?

Consultation: Advancement and Alumni Office, External Resources: Laura Visconti

No alternate sources of funding. Students will qualify for college and school wide awards, and faculty will work with Advancement and Alumni Office on program specific scholarships and bursaries.



Ontario College Quality Assurance Service

Service de l'assurance de la qualité des
collèges de l'Ontario

Digital Communication Management

Fanshawe College | APS # FANS04028 | MTCU # 72005

Ontario College Graduate Certificate | Funding not requested

Purpose

Digital Communication Management is a two-semester Ontario College Graduate Certificate program that is intended to prepare students to deliver messages in today's increasingly connected media environment. It is designed for students who want to expand their skills in the production and management of social media, media communications, video and audio production, photography, web and digital design. Graduates will be able to leverage these skills in content strategy and curation, as well as user experience and design to develop significant opportunities for employment in almost any sector that wishes to engage or educate an audience.

Admission

Ontario College Diploma, Ontario College Advanced Diploma, Degree, or equivalent.

Applicants whose first language is not English will be required to demonstrate proficiency in English by one of the following methods:

- A Grade 12 College Stream or University Stream English credit from an Ontario Secondary School, or equivalent, depending on the program's Admission Requirements
- Test of English as a Foreign Language (TOEFL) test with a minimum score of 88 for the Internet-based test (iBT), with test results within the last two years
- International English Language Testing System (IELTS) Academic test with an overall score of 6.5 with no score less than 6.0 in any of the four bands, with test results within the last two years. SDS Program Requirements.
- Canadian Academic English Language (CAEL) test with an overall score of 70 with no score less than 60 in any of the four bands, with test results within the last two years
- Pearson Test of English Academic (PTE) with a minimum score of 59, with test results within the last two years
- A Cambridge English Test (FCE/CAE/CPE) with an overall score on the Cambridge English Scale of 176 with no language skill less than 169, with test results within the last two years
- An English Language Evaluation (ELE) at Fanshawe College with a minimum score of 75% in all sections of the test, with test results within the last two years
- Fanshawe College ESL4/GAP5 students: Minimum grade of 80% in ESL4/GAP5 Level 9 or 75% in ESL4/GAP5 Level 10

Occupational Areas

Graduates may find employment in many sectors that communicate with internal or external audiences using digital media. These include marketing and advertising agencies as well as many

organizations with in-house communication departments. The NOC for this program would be: 1123 Professional occupations in advertising, marketing and public relations.

Job titles may include: digital communications specialist, multi-media content creator, digital editor, content writer, digital media coordinator, etc.

Laddering Opportunities

As a graduate certificate, some courses may be eligible to be applied toward a degree in communications at a variety of universities. Courses offered in this program may also serve as internal credits if students choose to take a second graduate certificate program at including Marketing Management, Advanced Communication for Professionals (ADC1), or Public Relations - Corporate Communications (COR3).

Students in the following program fields may enter into this program: Business - Marketing, Broadcast Journalism, Broadcast-Radio, Broadcast Television and Film Production, as well as Interactive Media Design.

Program VLOs

1. Create and distribute content for a range of platforms using multimedia and interactive tools
2. Conceptualize, develop and manage the implementation of multi-platform programming based on convergence skills to enhance user experience.
3. Apply analytical and creative skills to refine the layout and development of a variety of communication materials to increase audience engagement.
4. Cultivate strategies for personal and professional development to enhance work performance and maximize professional opportunities, including self-employment.
5. Comply with professional communications industry standards, practices and ethics and copyright law in the development and delivering of content for diverse audiences.
6. Apply data analytics skills in the strategic development of communication materials that align with the client's goals.
7. Employ creative techniques and problem-solving skills to enhance audience engagement with communication materials.

Curriculum

- **DIPM-71X1 - Digital Project Management** (Semester 1 - 45.00 hours)

Project management is a crucial skillset required in today's fast-paced work environment. This course provides students with an overview of project management skills and the tools needed to deliver successful projects on time and on budget. Students will learn the fundamental principles of project management including assessment, needs analysis, building timelines, budgets, project planning, and meeting deadlines.

- **WRIT-71X2 - Writing for Digital Media 1** (Semester 1 - 45.00 hours)

In this course students will learn essential skills in terms of creating content for a variety of platforms and audiences. Particular emphasis will be on how to create engaging content that will promote brands, build awareness, and increase audience engagement for creative storytelling.

Students will also learn about gender bias and cultural considerations.

- **MGMT-71X3 - Organizational Behaviour and Ethics** (Semester 1 - 45.00 hours)
Being a valued employee means you not only have the required skills for the job but also that you understand how to be successful in the workplace environment. In this course students will learn about motivations, team building, leadership, and group dynamics in order to understand what they bring to the team and how to work effectively in teams. Issues related to conflict resolution, leadership, ethics and cross-cultural communication will also be explored.
- **DSGN-71X4 - Digital Media and Design 1** (Semester 1 - 45.00 hours)
This course will engage students in the development of visually effective graphic materials for a variety of channels and audiences. The course will introduce students to design principles and technical skills in order to create effective design projects using industry-standard software.
- **MMID-71X5 - Multimedia Production 1** (Semester 1 - 45.00 hours)
This course will explore the process of sound and video when creating multimedia stories. Key concepts will include an introduction to audio and video hardware and software, as well as audio and video editing techniques.
- **SMSA-71X6 - Social Media Strategy** (Semester 1 - 45.00 hours)
This course teaches students best practices in terms of creating and managing social media strategies in order to increase engagement, build a brand, and protect its online reputation. Social media analytics will also be covered in order for students to be able to create and interpret analytic reports and provide meaningful recommendations.
- **DIGA-72X7 - Digital Analytics and Optimization** (Semester 1 - 45.00 hours)
Students will learn the various insight tools in order to improve search engine ranking, reach and engagement.
- **BUSI-72X1 - Business and Entrepreneurial Skills** (Semester 2 - 45.00 hours)
This course gives students insight into the functions of a small to medium sized business as well as the opportunities and challenges related to entrepreneurship. Students will prepare and defend a business plan for a new business. Topics include customer acquisition in terms of prospecting, networking and referrals; accounting principles and strategies; legal issues and risk management; leadership and ethics; market research and marketing plans for the small business.
- **WEBD-72X2 - Web Development and Content Management** (Semester 2 - 45.00 hours)
Students will be introduced to different CMS platforms and learn how to manage website content effectively. Topics will also include creating a website within the context of the organizational goals, target audiences, landing pages, mechanics, SEO, usability, AODA compliance, and security/privacy and legal issues.
- **MMKT-72X3 - Digital Marketing Strategy** (Semester 2 - 45.00 hours)
In this course students will learn how to apply best practices in digital marketing including how to create and interpret campaign reports. Students will also research the latest trends in digital marketing.
- **DSGN-72X4 - Digital Media and Design 2** (Semester 2 - 45.00 hours)
This course will build on the foundational knowledge gained in Visual Design 1. Students will work on branding elements, graphics for social media, as well as content for other digital platforms. The creative process is explored, outlining key concepts used to foster innovative thinking.
- **MMID-72X5 - Multimedia Production 2** (Semester 2 - 45.00 hours)
Students will learn how to create and edit compelling brand videos using industry standard software. Time and project management skills are emphasized to reflect the demands of the media production industry.
- **PORT-72X6 - Digital Communication Portfolio Development** (Semester 2 - 45.00 hours)

The capstone course gives students the opportunity to plan and execute a major digital media project. Students will plan, pitch, launch, maintain, and evaluate their projects with the support and feedback of their instructor and peers. Students will present their completed capstone project to peers and industry professionals.

- **WRIT-72X7 - Writing for Digital Media 2** (Semester 2 - 45.00 hours)

Building on the skills in Writing for Digital Media 1, students continue to work on more advanced copywriting and editing for a variety of platforms and channels. Storyboard development and the writing video scripts will also be covered.

VLO Mapping

Code	1	2	3	4	5	6	7
DIPM-71X1		X		X			
WRIT-71X2	X	X	X		X	X	X
MGMT-71X3				X	X	X	
DSGN-71X4	X	X	X		X	X	X
MMID-71X5	X	X	X		X	X	X
SMSA-71X6	X	X	X			X	
DIGA-72X7		X	X				
BUSI-72X1			X	X	X	X	X
WEBD-72X2	X	X	X		X	X	X
MMKT-72X3	X	X	X		X	X	
DSGN-72X4	X	X	X		X	X	X
MMID-72X5	X	X	X		X	X	X
PORT-72X6	X		X	X	X	X	X
WRIT-72X7	X	X	X		X	X	X

Certification/Accreditation

Certification type:

There is no recognition (None exist)

Attachments

None

Contact Information

Steve Torrens, Curriculum Consultant

T: 519-452-4430;4611 | E: storrens@fanshawec.ca

APPENDIX E – Program Outcomes – Curriculum Map

PROGRAM MAPPING (Name of Program)					
		LEVEL ONE			
PROGRAM VOCATIONAL LEARNING OUTCOMES		Project Management	Writing for Digital Media 1	Organizational Behaviour & Ethics	Digital Analytics and Op
I - Introductory					
B - Building					
C - Culminating					
The graduate has reliably demonstrated the ability to: (Source: MTCU Code)					
Create and distribute content for a range of platforms using multimedia and interactive tools.			X		
Conceptualize, develop and manage the implementation of multi-platform programming to enhance user experience.		X	X		X
Apply analytical and creative skills to refine the layout and development of a variety of communication materials to increase audience engagement.			X		X
Cultivate strategies for personal and professional development to manage and enhance work performance and maximize professional opportunities, including self-employment.		X		X	
Comply with professional communications' industry standards, practices and ethics and copyright law in the development and delivery of content for diverse audiences.			X	X	
Apply research skills to strategic development of a variety of communication materials.			X	X	
Employ creativity and problem-solving skills to enhance communication materials.			X		
TOTAL # OF OUTCOMES EVALUATED BY EACH COURSE		2	6	3	2
GM = General Education (mandatory) G = General Education (elective)					

APPENDIX E – Program Outcomes – Curriculum Map

PROGRAM MAPPING (Name of Program)					
		LEVEL ONE			
PROGRAM VOCATIONAL LEARNING OUTCOMES		Project Management	Writing for Digital Media 1	Organizational Behaviour & Ethics	Digital Analytics and Op
I - Introductory					
B - Building					
C - Culminating					
The graduate has reliably demonstrated the ability to: (Source: MTCU Code)					

NB - Only indicate the outcomes that are Taught & Evaluated (TE or TRE) in a course

PROGRAM COORDINATOR:

ACADEMIC CHAIR:

Date Completed:

Analysis of Mapping Results:

APPENDIX E – Program Outcomes – Curriculum Map

PROGRAM MAPPING (Name of Program)				
PROGRAM VOCATIONAL LEARNING OUTCOMES				
I - Introductory	Digital Media Design 1	Multimedia Production 1	Social Media Management	Writing for Digital Media 2
B - Building				
C - Culminating				
The graduate has reliably demonstrated the ability to: (Source: MTCU Code)				
Create and distribute content for a range of platforms using multimedia and interactive tools.	X	X	X	X
Conceptualize, develop and manage the implementation of multi-platform programming to enhance user experience.	X	X	X	X
Apply analytical and creative skills to refine the layout and development of a variety of communication materials to increase audience engagement.	X	X	X	X
Cultivate strategies for personal and professional development to manage and enhance work performance and maximize professional opportunities, including self-employment.				
Comply with professional communications' industry standards, practices and ethics and copyright law in the development and delivery of content for diverse audiences.	X	X		X
Apply research skills to strategic development of a variety of communication materials.	X	X	X	X
Employ creativity and problem-solving skills to enhance communication materials.	X	X		X
TOTAL # OF OUTCOMES EVALUATED BY EACH COURSE	6	6	4	6
GM = General Education (mandatory) G = General Education (elective)				

APPENDIX E – Program Outcomes – Curriculum Map

PROGRAM MAPPING (Name of Program)				
PROGRAM VOCATIONAL LEARNING OUTCOMES				
I - Introductory		Digital Media Design 1	Multimedia Production 1	Social Media Management
B - Building				
C - Culminating				
The graduate has reliably demonstrated the ability to: (Source: MTCU Code)				Writing for Digital Media 2

NB - Only indicate the outcomes that are Taught & Evaluated (TE or TRE) in a

PROGRAM COORDINATOR:	
ACADEMIC CHAIR:	
Date Completed:	

APPENDIX E – Program Outcomes – Curriculum Map

PROGRAM MAPPING (Name of Program)					
		LEVEL TWO			
PROGRAM VOCATIONAL LEARNING OUTCOMES		Digital Media Design 2	Multimedia Production 2	Web Design and Content Management	Business and Entrepreneurship
I - Introductory					
B - Building					
C - Culminating					
The graduate has reliably demonstrated the ability to: (Source: MTCU Code)					
Create and distribute content for a range of platforms using multimedia and interactive tools.		X	X	X	
Conceptualize, develop and manage the implementation of multi-platform programming to enhance user experience.		X	X	X	
Apply analytical and creative skills to refine the layout and development of a variety of communication materials to increase audience engagement.		X	X	X	X
Cultivate strategies for personal and professional development to manage and enhance work performance and maximize professional opportunities, including self-employment.					X
Comply with professional communications' industry standards, practices and ethics and copyright law in the development and delivery of content for diverse audiences.		X	X	X	X
Apply research skills to strategic development of a variety of communication materials.		X	X	X	X
Employ creativity and problem-solving skills to enhance communication materials.		X	X	X	X
TOTAL # OF OUTCOMES EVALUATED BY EACH COURSE		6	6	6	5
GM = General Education (mandatory) G = General Education (elective)					

APPENDIX E – Program Outcomes – Curriculum Map

PROGRAM MAPPING (Name of Program)					
		LEVEL TWO			
PROGRAM VOCATIONAL LEARNING OUTCOMES		Digital Media Design 2	Multimedia Production 2	Web Design and Content Management	Business and Entrepreneurship
I - Introductory					
B - Building					
C - Culminating					
The graduate has reliably demonstrated the ability to: (Source: MTCU Code)					

NB - Only indicate the outcomes that are Taught & Evaluated (TE or TRE) in a

PROGRAM COORDINATOR:	
ACADEMIC CHAIR:	
Date Completed:	

APPENDIX E – Program Outcomes – Curriculum Map

PROGRAM MAPPING (Name of Program)				
PROGRAM VOCATIONAL LEARNING OUTCOMES		Digital Marketing Strategy	Digital Media Portfolio Development	# OF COURSES EVALUATING THE OUTCOME
I - Introductory				
B - Building				
C - Culminating				
The graduate has reliably demonstrated the ability to: (Source: MTCU Code)				
Create and distribute content for a range of platforms using multimedia and interactive tools.		X	X	10
Conceptualize, develop and manage the implementation of multi-platform programming to enhance user experience.		X		11
Apply analytical and creative skills to refine the layout and development of a variety of communication materials to increase audience engagement.		X	X	12
Cultivate strategies for personal and professional development to manage and enhance work performance and maximize professional opportunities, including self-employment.			X	4
Comply with professional communications' industry standards, practices and ethics and copyright law in the development and delivery of content for diverse audiences.		X	X	11
Apply research skills to strategic development of a variety of communication materials.		X	X	12
Employ creativity and problem-solving skills to enhance communication materials.			X	9
				0
				0
				0
				0
TOTAL # OF OUTCOMES EVALUATED BY EACH COURSE		5	6	
GM = General Education (mandatory) G = General Education (elective)				

APPENDIX E – Program Outcomes – Curriculum Map

PROGRAM MAPPING (Name of Program)		
PROGRAM VOCATIONAL LEARNING OUTCOMES		
I - Introductory	Digital Marketing Strategy	Digital Media Portfolio Development
B - Building		
C - Culminating		
The graduate has reliably demonstrated the ability to: (Source: MTCU Code)		
		# OF COURSES EVALUATING THE OUTCOME

NB - Only indicate the outcomes that are Taught & Evaluated (TE or TRE) in a

PROGRAM COORDINATOR:	
ACADEMIC CHAIR:	
Date Completed:	

APPENDIX E – Program Outcomes – Curriculum Map

PROGRAM MAPPING (Name of Program)	LEVEL ONE								LEVEL TWO							
PROGRAM ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES	Project Management	Writing for Digital Media 1	Organizational Behaviour & Ethics	Digital Analytics and Optimization	Digital Media and Design 1	Multimedia Production 1	Social Media Management		Writing for Digital Media 2	Digital Media and Design 2	Multimedia Production 2	Web Design and Content Management	Business and Entrepreneurial Skills	Digital Marketing Strategy	Digital Media Portfolio Development	# OF COURSES SUPPORTING THE OUTCOME
Indicate with an 'x' where each skill is taught and/or reinforced and evaluated.																
The graduate has reliably demonstrated the ability to: (Source: MTCU Code)																
1. communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.	X	X	X	X	X	X	X		X	X	X	X	X	X	X	14
2. respond to written, spoken, or visual messages in a manner that ensures effective communication.	X	X	X	X	X	X	X		X	X	X	X	X	X	X	14
3. execute mathematical operations accurately.	X			X	X		X			X			X	X		7
4. apply a systematic approach to solve problems.	X		X	X			X						X	X		6
5. use a variety of thinking skills to anticipate and solve problems.	X		X	X			X						X	X	X	7
6. locate, select, organize, and document information using appropriate technology and information systems.	X	X		X	X	X	X		X	X	X	X	X	X	X	13
7. analyze, evaluate, and apply relevant information from a variety of sources.	X	X	X	X	X	X	X		X	X	X			X		11
8. show respect for the diverse opinions, values, belief systems, and contributions of others.			X													1
9. interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.	X		X													2
10. manage the use of time and other resources to complete projects.	X										X		X		X	4
11. take responsibility for one's own actions, decisions, and consequences.			X								X		X		X	4
TOTAL # OF OUTCOMES SUPPORTED BY EACH COURSE	9	4	8	7	5	4	7		4	5	6	3	8	7	6	

PROGRAM COORDINATOR:

ACADEMIC CHAIR:

Date Completed:

Analysis of Mapping Results:

APPENDIX F

Program Delivery Information (PDI) Form to Calculate Program Funding Parameters Total Hours Required per Student

College: Fanshawe College

Program title: Digital Communications Management

Indicate the number of hours that a student is required to spend in each instructional setting in each semester or level of this program. All hours in all instructional settings are to be noted.

Funded Instructional Settings*							
	1	2	3	4	5	6	Total
Classroom instruction	315	315					630
Laboratory/workshop/ fieldwork							
Independent (self-paced) learning							
One-on-one instruction							
Clinical placement							
Field placement/work placement							
Small group tutorial							
TOTAL	315	315					630

Non-funded Instructional Settings*	Semester/Level									Total
	1	2	3	4	5	6	7	8	9	
Co-op work placement - Mandatory										
Co-op work placement - Optional										
TOTAL										

*Definitions for each instructional setting can be found below.

Program: Digital Communications Management
School: Contemporary Media

Starting Term: Fall
Starting Year: 2021

[illegible]

Program Name: Digital Communications Management

Program type: Ontario College Graduate Certificate

		<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>	<u>Year 6</u>	<u>Year 7</u>	<u>Year 8</u>	<u>Year 9</u>	<u>Year 10</u>	<u>Total</u>
Incremental revenues												
Grants:	Notes											
Digital Communications Manager 1		n/a	n/a	0	0	9,372	18,745	28,117	28,117	28,117	28,117	140,587
Tuition:												
Digital Communications Manager 2,3,4		346,608	411,597	373,513	373,513	373,513	373,513	373,513	373,513	373,513	373,513	3,746,311
Program Specific fee **	5	0	0	0	0	0	0	0	0	0	0	0
Other associated revenue		0	0	0	0	0	0	0	0	0	0	0
sub-total		346,608	411,597	373,513	373,513	382,886	392,258	401,631	401,631	401,631	401,631	3,886,897
Incremental expenses												
Indirect salaries:												
Admin/Support staff		0	0	0	0	0	0	0	0	0	0	0
Teaching salaries:												
Full time - number required		0	1	1	1	1	1	1	1	1	1	
- cost @ \$144,674		0	144,674	144,674	144,674	144,674	144,674	144,674	144,674	144,674	144,674	1,302,066
Part time - hours per week req'd 6.		24	10	10	10	10	10	10	10	10	10	
- cost @ see below		73,048	28,915	28,915	28,915	28,915	28,915	28,915	28,915	28,915	28,915	333,280
Coord stipend		1	1	1	1	1	1	1	1	1	1	
- Cost @ \$3,827		3,827	3,827	3,827	3,827	3,827	3,827	3,827	3,827	3,827	3,827	38,270
Curriculum Dev. @\$25k/pgm year		25,000										25,000
International Recruitment Costs		51,991	61,740	51,991	51,991	51,991	51,991	51,991	51,991	51,991	51,991	529,660
One time costs - facilities		0										0
fitup/equipment	7.	10,000				10,000						20,000
Other startup	8.	15,500										15,500
Operating expenses	9.	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	150,000
Capital expenses												0
sub-total		194,366	254,155	244,407	244,407	254,407	244,407	244,407	244,407	244,407	244,407	2,413,776
incremental cash inflows		152,242	157,442	129,106	129,106	128,479	147,851	157,224	157,224	157,224	157,224	1,473,121
CTO%			38%	35%	35%	34%	38%	39%	39%	39%	39%	
Net present value @ 8%			\$982,101									

Notes:

1. Grasn based on pgm weight of 1.2, fndg units of .7
2. Tuition based on max standard for domestic and International high demand (post grad) program
3. International only in yr 1 & 2, 25%/75% domestic/international enrolments assumed starting yr 3
4. Based on lvl 1 enrolment total of 25

- 5. Based on estimate
- 6. Based on 2 levels of 15 weeks each, 21hrs/wk/level plus 3hrs/wk for coord backfill
- 7. \$10k for small specialized equip renewable after 5 years.
- 7. \$15k for marketing, \$500 for Library
- 9. Instructional supplies \$10k, \$2500 travel, \$2500 PD



INPUT FIELDS

Tuition - domestic lvl 1/2 (F/W)	\$1,582.66	Tuition less bursary holdback
(per term) lvl 1/2 (W/S)	\$1,582.66	Tuition less bursary holdback
(per term) lvl 1/2 (S/F)	\$1,582.66	Tuition less bursary holdback

Grant all levels (per term)	\$1,653.96
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Program specific fee all levels	\$0.00
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Tuition - international lvl 1/2 (F/W)	\$7,221.00	Tuition less international student recovery
(per term) lvl 1/2 (W/S)	\$7,221.00	Tuition less international student recovery
lvl 1/2 (S/F)	\$7,221.00	Tuition less international student recovery

Enrolment split domestic	25%
international	75%

Part time / Partial load split %	PT	50%
	PL	50%
hrly rate	PT	\$89.69
(incl. ben's)	PL	\$113.22

Number of weeks for PT/PL	30
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YEAR 1

Enrolment table	Program name	
	Domestic	Int'l
level 1 - Fall	0	25
level 2 - Winter	0	23
level 1 - Winter	0	0
level 2 - Summer	0	0
level 1 - Summer	0	0
level 2 - Fall	0	0
	0	48

Tuition rates	Domestic	Int'l
level 1 fall intake	1,582.66	7,221.00
level 2	1,582.66	7,221.00
level 1 winter intake	1,582.66	7,221.00
level 2	1,582.66	7,221.00
level 1 summer intake	1,582.66	7,221.00
level 2	1,582.66	7,221.00

Grant values

	Domestic	Int'l
level 1 fall intake	1,653.96	0.00
level 2	1,653.96	0.00
level 1 winter intake	1,653.96	0.00
level 2	1,653.96	0.00
level 1 summer intake	1,653.96	0.00
level 2	1,653.96	0.00

YEAR 2

Enrolment table	Program name	
	Domestic	Int'l
level 1 - Fall	0	30
level 2 - Winter	0	27
level 1 - Winter	0	0
level 2 - Summer	0	0
level 1 - Summer	0	0
level 2 - Fall	0	0
	0	57

Tuition rates

	Domestic	Int'l
level 1 fall intake	1,582.66	7,221.00
level 2	1,582.66	7,221.00
level 1 winter intake	1,582.66	7,221.00
level 2	1,582.66	7,221.00
level 1 summer intake	1,582.66	7,221.00
level 2	1,582.66	7,221.00

Grant values

	Domestic	Int'l
level 1 fall intake	1,653.96	0.00
level 2	1,653.96	0.00
level 1 winter intake	1,653.96	0.00
level 2	1,653.96	0.00
level 1 summer intake	1,653.96	0.00
level 2	1,653.96	0.00

YEAR 3

Enrolment table	Program name	
	Domestic	Int'l
level 1 - Fall	9	26
level 2 - Winter	8	22
level 1 - Winter	0	0
level 2 - Summer	0	0
level 1 - Summer	0	0

level 2 - Fall	0	0	
	17	48	65

Tuition rates		
	Domestic	Int'l
level 1 fall intake	1,582.66	7,221.00
level 2	1,582.66	7,221.00
level 1 winter intake	1,582.66	7,221.00
level 2	1,582.66	7,221.00
level 1 summer intake	1,582.66	7,221.00
level 2	1,582.66	7,221.00

Grant values		
	Domestic	Int'l
level 1 fall intake	1,653.96	0.00
level 2	1,653.96	0.00
level 1 winter intake	1,653.96	0.00
level 2	1,653.96	0.00
level 1 summer intake	1,653.96	0.00
level 2	1,653.96	0.00

YEAR 4

Enrolment table	Program name		
	Domestic	Int'l	
level 1 - Fall	9	26	35
level 2 - Winter	8	22	30
level 1 - Winter	0	0	
level 2 - Summer	0	0	
level 1 - Summer	0	0	
level 2 - Fall	0	0	
	17	48	65

Tuition rates		
	Domestic	Int'l
level 1 fall intake	1,582.66	7,221.00
level 2	1,582.66	7,221.00
level 1 winter intake	1,582.66	7,221.00
level 2	1,582.66	7,221.00
level 1 summer intake	1,582.66	7,221.00
level 2	1,582.66	7,221.00

Grant values		
	Domestic	Int'l
level 1 fall intake	1,653.96	0.00
level 2	1,653.96	0.00
level 1 winter intake	1,653.96	0.00
level 2	1,653.96	0.00
level 1 summer intake	1,653.96	0.00
level 2	1,653.96	0.00

FALL APPLICATIONS AND ENROLMENTS

Student Demand - 70243, Public Relations

	APPLICATIONS				ENROLMENT				INT - ENROLMENT			
	2014	2015	2016	2017	2014	2015	2016	2017	2014	2015	2016	2017
CAMBRIAN	21	15	12	11	13	10	4	10	1	1	0	3
CENTENNIAL	316	229	169	152	87	63	36	29	8	16	13	11
CONESTOGA	56	55	54	54	18	16	15	12	6	4	6	11
FANSHAWE	143	175	110	81	44	43	27	23	13	20	19	16
GEORGIAN	0	0	0	43	0	0	0	13	0	0	0	3
HUMBER	471	390	333	291	76	76	76	78	1	1	3	2
LOYALIST	54	57	68	48	25	24	25	23	0	3	0	2
MOHAWK	153	123	127	121	38	36	34	28	0	1	0	0
NIAGARA	113	89	81	92	27	24	21	29	3	13	13	10
SENECA	484	523	334	343	84	90	78	89	33	33	44	41
SHERIDAN	138	169	155	118	33	28	34	16	2	3	1	5
	1949	1825	1443	1354	445	410	350	350	67	95	99	104

WHERE IS FANS CATCHMENT GOING?

	APPLICATIONS				ENROLMENT			
	2014	2015	2016	2017	2014	2015	2016	2017
CENTENNIAL	9	8	6	0	3	1	1	0
CONESTOGA	6	3	3	3	1	2	1	0
FANSHAWE	70	79	47	41	26	30	17	14
HUMBER	20	17	12	7	2	1	2	1
LOYALIST	0	1	1	0	0	1	0	0
MOHAWK	7	5	6	2	2	0	0	0
NIAGARA	4	4	2	0	0	0	1	0
SENECA	11	14	9	5	3	2	1	2
SHERIDAN	2	4	4	1	0	0	1	0
	129	135	90	59	37	37	24	17

WINTER APPLICATIONS AND ENROLMENTS

Student Demand - 70243, Public Relations

	APPLICATIONS			ENROLMENT			INT - ENROLMENT		
	Winter 2015	Winter 2016	Winter 2017	Winter 2015	Winter 2016	Winter 2017	Winter 2015	Winter 2016	Winter 2017
CAMBRIAN	0	0	0	12	10	4	2	2	0
CENTENNIAL	123	65	87	104	70	44	12	23	21
CONESTOGA	0	0	0	18	16	15	5	4	6
FANSHAWE	0	18	54	44	49	36	12	31	45
GEORGIAN	0	0	0	0	0	0	0	0	0
HUMBER	353	269	239	153	156	150	6	5	6
LOYALIST	0	0	0	25	24	25	0	3	0
MOHAWK	0	0	0	37	36	34	0	1	0
NIAGARA	0	0	0	27	20	21	3	12	13
SENECA	313	310	294	127	114	86	45	33	36
SHERIDAN	0	0	0	33	28	31	1	3	1
	789	662	674	580	523	446	86	117	128

WHERE IS FANS CATCHMENT GOING?

	APPLICATIONS			ENROLMENT		
	Winter 2015	Winter 2016	Winter 2017	Winter 2015	Winter 2016	Winter 2017
CENTENNIAL	4	1	3	3	1	1
CONESTOGA	0	0	0	1	2	1
FANSHAWE	0	8	17	25	33	22
HUMBER	7	9	8	3	1	5
LOYALIST	0	0	0	0	1	0
MOHAWK	0	0	0	2	0	0
NIAGARA	0	0	0	0	0	1
SENECA	4	3	5	3	2	0
SHERIDAN	0	0	0	0	0	1
	15	21	33	37	40	31

Enrolment Numbers: Existing Programs:	Fall		Winter		Summer	
	International	Domestic	International	Domestic	International	Domestic
MKM1 Marketing Management	57	36	60	5	35	4
COR3 Corporate Communications	23	20	20	6	0	0
ADC1 Advanced Communications for Prof	0	0	46	0	27	0
Totals	80	56	126	11	62	4



April 2018

PROGRAM DEVELOPMENT DATA REPORT

Digital Communications Management

Level 1 – New Jobs Projections

Prepared by Institutional Research

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Program Development Sources and Definitions Used in the Report

Section 2.0 Labour Market Demand

- The National Occupational Classification (NOC) categorizes job titles into 500 occupational group descriptions referenced by a four-digit code. It is used to manage the collection and reporting of occupational statistics and labour market information (HRSDC, 2013). NOC-S is the NOC for Statistics.
- CMA stands for Census Metropolitan Aggregate. The London CMA represents the City of London, Middlesex County, and smaller rural communities around those boundaries.
- Sources of Information
 1. Economic Modelling Specialists International (EMSI) 2017.3
 - a. National Household Survey, 2011
 - b. Canadian Business Patterns (CBP), June 2017
 - c. 2001 and 2006 Census data
 - d. Survey of Employment, Payroll, and Hours (SEPH), May 2017
 - e. Labour Force Surveys (LFS), 2016
 - f. Canadian Occupational Projection System (COPS), 2014-2024
 - g. CANSIM Demographics, 2017
 - h. Postsecondary Student Information System (PSIS) 2014/2015
- Information provided in the reports includes 2011 NOC codes

Executive Summary

According to EMSI, there is a projected increase of 32% in new jobs (66 new jobs/year) in the London CMA for NOC – 1123 - Professional occupations in advertising, marketing and public relations over the 8-year period of 2016-2024. Over the same period, there are increases predicted of 13% (883 jobs/year) for the province and 12% (1723 jobs/year) the country. All cities in the 100 mile from London CMA are expecting job increases ranging from 4 - 56% with overall increases for the entire area of 13% over the period. Seventy percent of these new jobs will be found in the Toronto CMA. Most of this job increases in London and the province can be attributed to regional trends.

Over 40 different industries in the London CMA employ NOC – 1123 - Professional occupations in advertising, marketing and public relations. NAICS5418 – Advertising, public relations, and related services is the most directly related to this occupation as well as the largest employer. It is expecting a 40% increase in new jobs over this period (10 jobs/year).

According to Job Bank Canada, the employment outlook for the 2017 – 2019 period for NOC – 1123 - Professional occupations in advertising, marketing and public relations in Ontario is expected to be good. Employment growth leading to several new positions, positions becoming available due to retirements, and a moderate number of unemployed workers with recent experience in this occupation are factors contributing to this outlook.

Key facts for NOC – 1123 - Professional occupations in advertising, marketing and public relations:

- Approximately 50,300 people employed in the occupation.
- 71% employed year round (compared to 66% in all occupations) and 29% employed part of the year (compared to 34% in all occupations)¹
- 89% are employed full-time (compared to 80% for all occupations) and 11% are employed part-time (compared to 20% for all occupations)
- 10% of human resources professionals are self-employed compared to an average of 10% for all occupations.²

¹ Those who worked only part of the year did so for an average of 31 weeks compared to 31 weeks for all occupations.

² Job Bank Canada. Outlook Report. Source:

https://www.jobbank.gc.ca/LMI_report_bynoc.do;jsessionid=B6161243AC3D37BBE4A449EB807D35B2.imnav74?reportOption=outlook&titleKeyword=1123&searchJobTitle=Search. Last updated: December 15, 2017.

**Professional occupations in advertising, marketing and public relations
(NOC – 1123)**

This unit group includes specialists in advertising, marketing and public relations who analyse, develop and implement communication and promotion strategies and information programs, analyse advertising needs and develop appropriate advertising and marketing plans, publicize activities and events, and maintain media relations on behalf of businesses, governments and other organizations, and for performers, athletes, writers and other talented individuals. They are employed by consulting firms, advertising agencies, corporations, associations, government, social agencies, museums, galleries, public interest groups, and cultural and other organizations, or they may be self-employed. Agents such as entertainment, literary and sports agents are included in this unit group.³

1. Projected New Jobs

Projected jobs represents newly created positions. These projections do not account for new replacement jobs due to attrition or any anomalies such as hiring freezes, early leavers, etc.

Change and % Change represent the difference in the number or percentage of jobs for the entire period of analysis.

Region	2016 Jobs	2024 Jobs	Change	% Change
London CMA	1,651	2,175	524	32%
Ontario	54,172	61,237	7,065	13%
Canada	115,612	129,404	13,792	12%

Notes:

- Source: Employees and Self-Employed EMSI 2017.3

³ <http://noc.esdc.gc.ca/English/noc/QuickSearch.aspx?ver=11&val65=1123>

Figure and Table below show the percentage change in the number of jobs between 2016 and 2024 for CMA regions that are 100 miles from London CMA.

Figure 1. Regional percentage change in jobs (2016-2024) (Professional occupations in advertising, marketing and public relations - NOC – 1123)



Source: Employees and Self-Employed EMSI 2017.3

Table 2. CMA-level percentage change in jobs (2016-2024) (Professional occupations in advertising, marketing and public relations - NOC – 1123))

CMA Name	2016 Jobs	2024 Jobs	2016 - 2024 % Change	2016 - 2024 Change	2016 Location Quotient	2024 Location Quotient	2016-2024% Change LQ
Ingersoll	34	53	56%	19	0.53	0.70	32%
Woodstock	124	173	40%	49	0.72	0.88	21%
London	1,651	2,175	32%	524	1.00	1.16	17%
Norfolk	72	92	28%	20	0.46	0.53	15%
Centre Wellington	70	89	27%	19	0.87	0.99	14%
Tillsonburg	27	34	26%	7	0.45	0.49	10%
Kitchener - Cambridge - Waterloo	1,756	2,141	22%	385	0.98	1.05	8%
Guelph	597	716	20%	119	0.94	0.99	5%
Brantford	263	313	19%	50	0.63	0.68	7%
Chatham-Kent	157	185	18%	28	0.51	0.55	8%
Hamilton	1,712	1,981	16%	269	0.76	0.79	3%
Stratford	114	131	15%	17	0.78	0.79	1%

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Toronto	31,340	34,917	11%	3,577	1.46	1.43	-2%
Windsor	427	448	5%	21	0.47	0.44	-6%
Sarnia	140	146	4%	6	0.47	0.45	-5%
100 mile from London CMA total:	38,483	43,592	13%	5,109			
Notes: <ul style="list-style-type: none">Source: Employees and Self-Employed EMSI 2017.3							

2. Job Shift Share Analysis

Job shift share analysis is a method that attempts to separate regional job growth into its components. There are three components:

- 1) The *national or overall effect* is the job growth attributed to the overall growth of the entire national economy.
- 2) The *mix or industry effect* is the job growth attributed to positive trends in the specific industry or occupation at the national level.
- 3) The *regional competitiveness effect* is the regional growth that cannot be explained by either overall or industry occupation specific trends. This component tends to be the most important as it demonstrates a particular regional strength.

For the purposes of the analysis, *expected change* includes the national and mix effect. *Competitive effect* refers to the regional competitiveness effect. *Job Change* is the difference in the number of jobs between 2024 and 2016.

For example, assume that 10 additional jobs for an occupational projection in London CMA are projected between 2016 and 2024, and 6 of these jobs are attributed to expected change and 4 to competitive change. This will imply that this occupation will increased by 6 jobs based only on the overall and industry trends. The 4 additional jobs can be attributed it to the London CMA regional trends.

Table 3. London CMA, Ontario and Canada shift share analysis (Professional occupations in advertising, marketing and public relations - NOC – 1123)

	Job Change	Expected change	Competitive effect
London	524	197	327
Ontario	7,065	6,462	603
Canada	13,792	13,792	0

Notes:

- Source: Employees and Self-Employed EMSI 2017.3

3. Location Quotient Analysis

Table 4 below represents the location quotient for the London CMA, Ontario and Canada for a particular occupational projection.

Location quotient is a way of quantifying how concentrated a particular occupation is in a region in comparison to the nation. For example, if the location quotient for a particular occupation in the London CMA region is 2, this occupation is 2 times more concentrated in the London CMA than the average for the whole nation.

Although not always the case, typically occupations with a high location quotient and high total job numbers are desirable since these occupations bring money into the region. It is also important to take a look at the LQ trends since high LQ with declining LQ over time would not represent something desirable for the economy.

Table 4. London CMA, Ontario and Canada location quotient analysis (Professional occupations in advertising, marketing and public relations - NOC – 1123)

	2016 Jobs	2016 LQ	2024 LQ	2016-2024% Change LQ
London CMA	1,651	1.00	1.16	16%
Ontario	54,172	1.21	1.21	0%
Canada	115,612	1.00	1.00	0%

Notes:

- Source: Employees and Self-Employed EMSI 2017.3

4. Top Industry Staffing Patterns

Table 5 below shows the percentage change in the number of jobs between 2016 and 2024 by industry (NAICS) for the London CMA. These include any measurable changes either positive or negative for industries with 10 or more jobs in either 2016 or 2024. Therefore, this will not necessarily represent 100% of the jobs held.

Table 5. London CMA industries employing (Professional occupations in advertising, marketing and public relations - NOC – 1123) for the 2016-2024 period.

NAICS	Industry	Occupation Jobs in Industry (2016)	Occupation Jobs in Industry (2024)	Change (2016 - 2024)	% Change (2016 - 2024)
5412	Accounting, tax preparation, bookkeeping and payroll services	16	50	34	213%
5221	Depository credit intermediation	39	77	38	97%
7113	Promoters (presenters) of performing arts, sports and similar events	61	111	50	82%
5112	Software publishers	13	21	8	62%
6241	Individual and family services	19	30	11	58%
6221	General medical and surgical hospitals	33	52	19	58%
5614	Business support services	102	160	58	57%
5417	Scientific research and development services	10	15	5	50%
6243	Vocational rehabilitation services	11	16	5	45%
4191	Business-to-business electronic markets, and agents and brokers	11	16	5	45%
5311	Lessors of real estate	20	29	9	45%
5415	Computer systems design and related services	41	58	17	41%
5419	Other professional, scientific and technical services	20	28	8	40%
8132	Grant-making and giving services	63	88	25	40%
5418	Advertising, public relations, and related services	202	282	80	40%
5242	Agencies, brokerages and other insurance related activities	13	18	5	38%
6112	Community colleges and C.E.G.E.P.s	19	26	7	37%
5241	Insurance carriers	20	27	7	35%
4179	Other machinery, equipment and supplies merchant wholesalers	10	13	3	30%
7111	Performing arts companies	11	14	3	27%
9111	Defence services	12	15	3	25%
8134	Civic and social organizations	38	47	9	24%
5613	Employment services	18	22	4	22%
9112	Other federal services (9112-9119)	24	29	5	21%
5413	Architectural, engineering and related services	39	47	8	21%

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7115	Independent artists, writers and performers	15	18	3	20%
9120	Provincial and territorial public administration	27	32	5	19%
4189	Other miscellaneous merchant wholesalers	17	20	3	18%
5231	Securities and commodity contracts intermediation and brokerage	19	22	3	16%
8139	Business, professional, labour and other membership organizations	32	37	5	16%
6113	Universities	107	123	16	15%
5239	Other financial investment activities	60	63	3	5%
5414	Specialized design services	35	35	0	0%
5411	Legal services	28	28	0	0%
9130	Local, municipal and regional public administration	21	20	(1)	(5%)
5416	Management, scientific and technical consulting services	79	69	(10)	(13%)
7139	Other amusement and recreation industries	<10	16	Insf. Data	Insf. Data
5222	Non-depository credit intermediation	<10	15	Insf. Data	Insf. Data
4171	Farm, lawn and garden machinery and equipment merchant wholesalers	<10	15	Insf. Data	Insf. Data
5171	Wired telecommunications carriers	<10	12	Insf. Data	Insf. Data
5121	Motion picture and video industries	<10	12	Insf. Data	Insf. Data
6214	Out-patient care centres	<10	11	Insf. Data	Insf. Data
4145	Pharmaceuticals, toiletries, cosmetics and sundries merchant wholesalers	<10	10	Insf. Data	Insf. Data
Notes:					
<ul style="list-style-type: none"> Source: Employees and Self-Employed EMSI 2017.3 					

Forbes' Communication Council

Article: 13 skills communications professionals should cultivate

1. Empathy and Data Sense Capabilities
2. Tech Skills
3. Data Storytelling
4. Emotional Intelligence
5. A Mindset for Change
6. An Adaptive, Open-Minded Approach
7. Curiosity
8. Agility
9. Research Skills
10. Listening Skills
11. Writing Skills
12. Selling Skills
13. Customer Experience Skills

About: Forbes Communications Council is an invitation-only, fee-based organization for senior-level communications and public relations executives.

Source: <https://www.forbes.com/sites/forbescommunicationscouncil/2019/11/14/13-crucial-skills-communications-professionals-should-cultivate/#48fb93654168>

Forbes Communication Council

Article: Seven Communication Trends Worth Knowing About

1. AI and Process Augmentation
2. Improved Storytelling
3. Better Content and More Content Creators
4. Widespread Use of AI-Powered Devices
5. Rise of Video Communications
6. Growing Trust In Companies Over Data Use
7. Digital Innovation Leading To Increased Authenticity

Source: <https://www.forbes.com/sites/forbescommunicationscouncil/2018/07/12/seven-communications-trends-worth-knowing-about/#14f912e4b19f>

World Economic Forum

Article: 5 things to know about the future of jobs

“Growing occupations include roles such as Data Analysts, Software and Applications Developers and E-commerce and Social Media Specialists – jobs that are significantly based on, and enhanced by, the use of technology.

However, also expected to grow are job roles based on distinctively ‘human’ traits, such as Customer Service Workers, Sales and Marketing Professionals, Training and Development, People and Culture, and Organizational Development Specialists as well as Innovation Managers.”

and

“Skills growing in prominence include analytical thinking and active learning as well as skills such as technology design, highlighting the growing demand for various forms of technology competency. However, proficiency in new technologies is only one part of the 2022 skills equation. “Human” skills such as creativity, originality and initiative, critical thinking, persuasion and negotiation will likewise retain or increase their value, as will attention to detail, resilience, flexibility and complex problem-solving. Emotional intelligence, leadership and social influence as well as service orientation are also set to see particular increase in demand relative to their current prominence today.”

Source: <https://www.weforum.org/agenda/2018/09/future-of-jobs-2018-things-to-know/>

Trade-schools.net

Article: Best Careers for the Future: 51 Jobs for 2020 and Way Beyond!

9. Digital Content Specialist

One of the major cultural revolutions that keeps getting more entrenched is the move toward more dynamic, digital, interactive, and on-demand media. Because of digital devices that keep us constantly connected to almost any kind of information or entertainment we want to consume, the need for fresh content that breaks through the noise is never-ending. Organizations in every industry are discovering that generating new digital content is becoming a major key to sustaining their effectiveness. That's why digital content specialists—with all kinds of different job titles and abilities—are increasingly in high demand, especially with the growing popularity of remote work and freelance gigs. To prepare for this type of position, it's smart to get training in areas like Internet marketing, writing, and multimedia and digital arts.

Source: <https://www.trade-schools.net/articles/best-careers-for-the-future.asp>

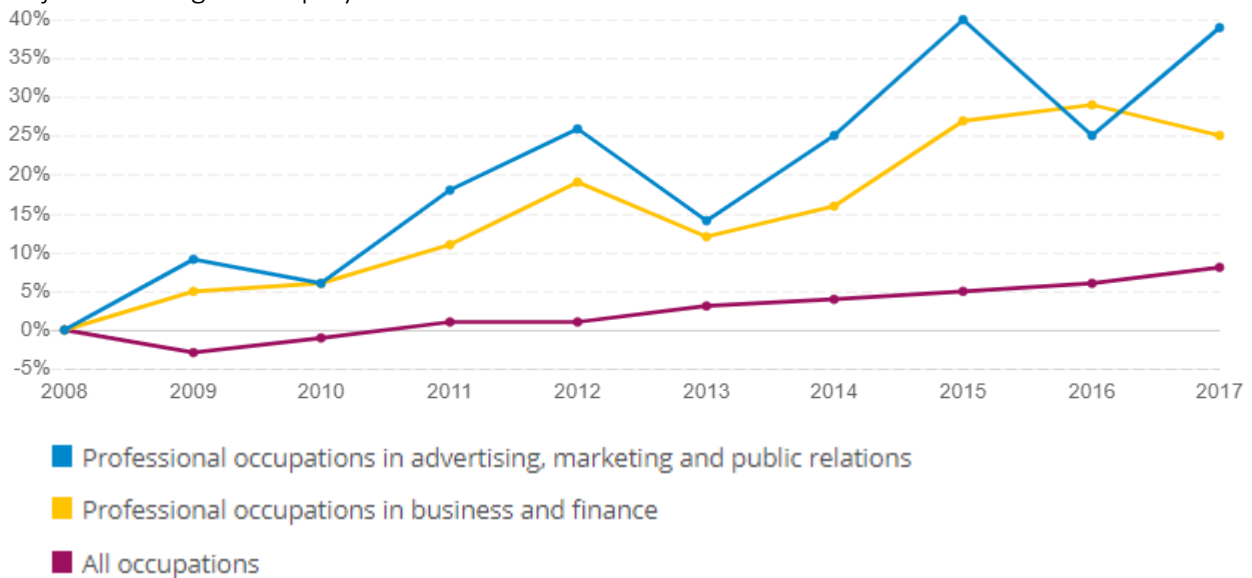
Ontario Government

Article: Professional occupations in advertising, marketing and public relations

NOC 1123 – Job Growth

Chart 3 shows how employment levels changed for this job compared with others from 2008-2017.

Projected change in employment levels from 2017 - 2021: **7.1% - 8%**



Source:

<https://www.iaccess.gov.on.ca/labourmarket/jobProfile/jobProfileFullView.xhtml?nocCode=112>



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Brand Creator, Social Media

- Are you wanting a talented digital marketing specialist, or have the skills / interest to become one?
- Are you a fast learner, committed at work, enjoys having fun and technologically savvy?
- Are positive, self-motivated, success driven, effective as a team player, and strive to improve your results.?
- Are you passionate about digital marketing and work hard to help prospects see the benefits of using our innovative technology solutions?
- Do you understand the power of branding and desire to deliver positive & memorable client experiences?

If your feeling excited after reading this, our team wants you !

Feel rewarded by:

- Managing and producing digital marketing channels including social media, blog, research, and website
- Building, executing and publishing high quality content on social media through research, platform determination, messaging and audience identification.
- Generating, editing, publishing and sharing daily content (original text, images, or video) that builds meaningful connections and encourages viewers to take action & sustain readers’ curiosity and create interest
- Setting up and optimizing pages within each platform to increase the visibility of company’s content
- Moderating all user-generated content
- Creating editorial calendars and publishing schedules
- Managing SEO, SEM, PPC and social media marketing campaigns.
- Marketing research on target markets and analysis on competitors.
- Staing up-to-date with changes in all social platforms ensuring maximum effectiveness, new digital technologies and social media best practices
- Monitoring online conversations with customers and triage queries
- Reporting on online reviews and feedback from customers
- Suggesting new ways to attract prospective customers, like promotions and competitions

We will provide exceptional opportunities to grow your marketing skills & career advancement

Qualifications

- Post-secondary degree in business, marketing, communications, new media
- 6months-1 year of digital marketing experience in a startup or small technology company, or similar experience
- Solid experience in SEO, SEM, PPC using market research, email and analytics tools.
- Experience in social media marketing through Facebook, Instagram, Twitter and LinkedIn.

Company Info

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- Exceptional communication and writing skills.

Job Type: Full-time

Salary: \$30,000 to \$40,000.00 /year

Job Perks: where do we begin? Too many to list.

Job Location: London, ON

Send your credentials, video email or other creative application method you desire to us.

Job Type: Full-time

Salary: \$30,000.00 to \$40,000.00 /year

Experience:

- Social Media: 1 year (Preferred)
- Digital Marketing: 1 year (Required)
- Graphic Design: 1 year (Required)
- Marketing & Advertising: 1 year (Required)

Education:

- Associate (Required)

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Communications Coordinator

ProResp Inc. - London, ON

We currently have the following career opportunity:

Communications Coordinator (full-time)

London, ON

The Communications Coordinator will work in conjunction with the Corporate Marketing Coordinator to ensure effective and consistent messaging in all company communications and public relations forums. This is an exciting opportunity for an experienced communications professional who is looking for a challenging role working in various capacities within a growing organization.

Expectations of the role include (but are not limited to):

Develop and prepare text for corporate documents as well as request for proposals, corporate policies and manuals, client resources and long term care resources.

Update existing and develop new creative materials for promotional, marketing and education (print/electronic/multimedia) purposes including brochures, flyers, resource materials etc.

Develop communication for tradeshow booths, materials (displays, pop-up sails, posters).

Coordinate and develop content for social media networks such as the company website, LinkedIn, Facebook and Twitter etc.

Collaborate on the creation and distribution of a company communications forum (newsletter or other material).

Prepare media releases in collaboration with senior leadership.

Coordinate the translation of client resource material into multiple languages.

Assist the Director of Quality & Communications with ProResp’s independent quality evaluation.

Qualifications :

Post secondary education in marketing, communications or business.

Experience in marketing or business roles with a specific focus on communications (5 + years).

Experience writing formal business proposals and policies considered a strong asset.

Excellent knowledge and ability to develop and coordinate content for social media networks.

Professional, independent person with strong organizational and interpersonal skills; strong computer and verbal/ written communication skills.

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High level of motivation; ability to work with minimal supervision and consistently meet deadlines.

Demonstrated attention to detail and accuracy.

Essential Business Needs: Ability to travel as required within ProResp’s geography; including after hours and some overnight. Must hold a valid G Ontario driver’s license (minimum of 3 years full privilege) in satisfactory standing.

Hours of work: Monday to Friday, 9:00am-5:00pm. Some flexibility in hours will be required to meet business needs.

Language Requirements: Ability to speak, read and write fluently in English.

This is an opportunity with a growing, highly reputable organization. To apply, please email your resume to: hr@proresp.com. Please quote reference #04 18 CC in the subject line of your email. To learn more about our company visit our website at www.proresp.com. Accommodations are available for applicants with disabilities throughout the recruitment process. If you require accommodations for interviews or other meetings, please contact Human Resources at hr@proresp.com.

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Communications Specialist, Graphic & Digital

Mohawk Medbuy Corporation - London, ON

Okay. You’ve done the agency thing, and are looking for an opportunity to focus your branding, graphic and digital talents on one client and make a real impact – *from the inside* . You’re a great communicator that thinks beyond the visuals. You drill down to the core message and how to get it across in the most effective way possible. You think in campaigns, can write a decent headline, and have the discipline and people skills to lead a collaborative development process with colleagues. Clients and coworkers love working with you because you bring positive energy to every challenge... and are open to building on the ideas of others. Sound like you?

Perfect.

We’re looking for a **Communications Specialist, Graphic & Digital** to be part of a dynamic team that is reshaping the way healthcare supply chain services are delivered in Canada.

Mohawk Medbuy Corporation is a leading, customer-focused, national services organization that optimizes the delivery of high quality and cost-effective medical/surgical products, pharmaceuticals and other services to hospitals, shared service organizations (SSOs), regional health authorities, long-term care facilities and other healthcare providers across the country. Our strength as an organization comes from our employees’ knowledge, skill and commitment to providing the highest standards of quality service to assist our customers in delivering exceptional patient care.

Summary of Position

Working from our London, ON office, provide support to the Director, Business Development & Communications on a wide range of communications activities for Mohawk Medbuy - ensuring effective and consistent communications of our brand, strategy, initiatives and policies to our Members, suppliers, media, healthcare industry, other stakeholders and employees in multiple offices.

Key Responsibilities Include:

- Annual Report & Annual Customer Plans - design, create and oversee printing, working with external suppliers, as required.
- Public website and Member portals - develop and incorporate content
- Social media platforms and outbound email initiatives - develop and incorporate content
- PowerPoint presentations and other external marketing initiatives - plan and create to assist new business development activities
- Trade Show booth assets and support materials – plan and create content
- Production management responsibility for all materials
- Ensure Mohawk Medbuy’s brand standards are properly and consistently implemented by staff and stakeholders
- Provide marketing support for Mohawk Medbuy’s partner, St. Joseph’s Health System, GPO, by producing marketing and communications materials (website, newsletters, rebate communications, etc.) for their CAPsource and MEALsource programs
- Responsible and accountable for creation and delivery of marketing/communication initiatives within required deadlines
- Research market and stakeholder issues and remain current on trends and emerging issues affecting the industry; ensure that materials developed reflect the current

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- environment
- Identify opportunities for proactive communications (advertising, media outreach, etc.).
- Assist the Director with development of the Mohawk Medbuy communications plan as well as subsets of the Marketing/Communications annual plan and objectives.

Qualifications:

- Education – Post-secondary diploma in graphic design and/or digital media
- Experience – 8+ years in a creative role at a Marketing/Communications agency
- A self-starter and demonstrated leader in planning, creating and executing effective communications initiatives/campaigns
- A solid understanding of branding, communications and marketing principles, guidelines and best practices for print, digital and social media
- A “communication mindset” – think holistically (in words, imagery and distribution channels)
- Ability to synthesize and distill key messages from briefings/meetings
- Customer focused – ensure the customer perspective is a driving force in your approach, recommendations and decisions
- Fluent (and fast) in Adobe Creative Cloud (InDesign, Photoshop, Illustrator)
- Proficiency with Microsoft Office applications – particularly PowerPoint
- Web savvy, with HTML and CMS experience managing and updating website content
- Video editing – ability to sequence & pace a video effectively and a seasoned user of digital editing software (Adobe Premier Pro or Final Cut Pro)
- Well versed in social media and email marketing (MailChimp), including content development and distribution (MailChimp)
- Collaborative & receptive to input/direction and able to apply it constructively
- Strong project and time management skills - ability to lead and manage multiple projects, often with tight deadlines, from inception to implementation
- Attentive to detail, thoroughness and accuracy
- Excellent interpersonal skills allowing for appropriate, professional relationships with colleagues at all levels within the organization, external stakeholders and suppliers
- Works in a confidential manner and demonstrates tact and diplomacy when dealing with sensitive issues
- Experienced and effective in managing external supplier relationships

Mohawk Medbuy Corporation is a HOOPP (*Healthcare of Ontario Pension Plan*) employer offering a competitive salary, attractive pension and comprehensive benefits package.

Qualified candidates with a desire to join our innovative team are invited to submit their cover letter, resume and examples of their work (PDF or web link) - referencing the posting number below.

We thank all applicants for their interest; however, only those selected for an interview will be contacted. If contacted for an interview, please inform us should any accommodation be required. Mohawk Medbuy is committed to providing accessible employment practices that comply with the Accessibility for Ontarians with Disabilities Act (AODA).

Posting #: MMC07

Closing Date: January 5, 2018

Job Type: Full-time

Education:

- High school or equivalent (Required)

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Coordinator

VRcadia

★★★★★

 2 reviews - London, ON

\$15 an hour - Full-time, Part-time

About the Company: VRcadia Technologies Inc. (“VRcadia”)

VRcadia is a virtual reality gaming lounge, headquartered in London, Ontario, located at the crown of the Richmond Row area, where customers rent the use of a virtual reality booth typically by the hour. The VR booths are designed to immerse our customers' senses with various VR experiences including games, arts, movies and other forms of virtual reality content.

We are proudly based in London and founded by locals. We are a Canadian company that consists of developers, technologists, academics, designers, artists, industry leaders and innovative entrepreneurs, with a growing list of affiliates from around the world. VRcadia intends to support and invest in the communities that truly expand the VR market, as an effort to advance the industry, such as maintaining early access to cutting edge content for our customers. For example, whereas typical VR arcades provide customers with an in-game interface to provide a standardized approach to experience selection, VRcadia dedicates its resources to an enhanced quality of staff interactivity. We believe that the skill set and workplace attitude of our staff dramatically improves the customer experience. As such, we offer competitive compensation and a staff-driven, community-building atmosphere to successful applicants.

About the Position: VR Experiences Coordinator

VRcadia is currently recruiting for the position of VR Experiences Coordinator (“Coordinator”), reporting to the General Manager of our London location. The Coordinator will be responsible for coordinating VRcadia’s various processes, from marketing and sales to customer experience and maintenance. The coordinator must be well-versed in VRcadia’s standards and must maintain a fun and safe workplace. The Coordinator will work directly with the General Manager to set tasks and implement VRcadia’s marketing and sales strategy.

Overview

- Full-time position or part-time position(s) for consideration
- \$15 per hour
- Starting Date: May or June

Duties & Responsibilities

The successful applicant will have the following duties and responsibilities:

- Coordinate the planning and implementation of marketing initiatives
- Greeting guests, checking them in and assigning guests to VR stations
- POS of bottled drinks, bookings and other on-site sales
- Developing and implementing social media strategies
- Posting on social media based on VRcadia’s social media strategy
- Aiding patrons with completing liability waiver
- Complete VR station bookings and refunds through the POS terminal
- Assist VRcadia patrons with setup and use of the VR system
- Technical support and troubleshooting of hardware and software issues
- Learning existing and new content to better assist customers and create specialized VR experience menus for different customer groups

Company Info



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VRcadia

★★★★★

 2 reviews

VRcadia is a virtual reality gaming lounge, headquartered in London, Ontario, located at the crown of the Richmond Row area where customers...

- Cleaning hardware after usage
- Assist customers while in VR to have an excellent experience
- Performing opening and closing procedures
- General cleaning
- Other miscellaneous tasks as needed

Qualifications

The ideal application has the following qualifications:

- A minimum of high school diploma or equivalent;
- Previous work experience in retail environment;
- Previous work experience with marketing or sales;
- Some knowledge and interest in current immersive technologies;
- Interest in expanding their skillset and developing a network in the technology industry;
- Highly motivated, organized and reliable;
- Strong problem-solving skills;
- Positive, professional, personable and adaptable;
- Must be willing and able to support any after-hours gaming-related activity as required;
- Able to work independently and in a team environment;
- Friendly and energetic;
- Excellent time management skills;
- Experiences in sales, marketing and promotions highly preferred.

The best part of this job is that all staff are going to become well-versed in an innovative industry through playing VR games as a core part of their job.

Find more info @ <http://www.vrcadia.ca/jobs/>

Job Types: Full-time, Part-time

Salary: \$15.00 /hour

Required experience:

- Promotion, Marketing and Sales: 1 year

Required education:

- High school or equivalent

Job Location:

- London, ON

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Digital and Social Media Designer

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Job Title: Digital and Social Media Designer

Position Type: Contract

Facility: London Home Office, 990

Position Description

DIGITAL AND SOCIAL MEDIA DESIGNER

Application deadline: Friday April 20th - 5:00pm EST

What is a Digital and Social Media Designer?

GoodLife's Digital and Social Media Designer is responsible for executing creative design to support digital initiatives including social media, email marketing and GoodLife's websites. The Digital and Social Media Designer must create engaging visual content consistent with GoodLife's brand guidelines, customized per channel with the ability to integrate with major campaigns. The Designer must function effectively within the Digital Marketing Team while maintaining close ties with the Marketing Creative Team, and effectively managing the interests and input of all stakeholders.

What will you be doing?

- Create Digital Marketing Materials (ads, posts, video) for social media use across all channels (Instagram, Facebook, Twitter, LinkedIn)
- Create infographics, instructographics, slideshows, quizzes, workouts etc.
- Create, modify and optimize design for email marketing templates, campaigns and e-blasts
- Create digital imagery to support corporate websites
- Create mockups and user interface designs for digital marketing web properties
- Brainstorm and mock-up design ideas; present design concepts
- Accommodate creative critiques and adjust designs to suit revision requests

Do you have what it takes?


- Degree or Diploma in Graphic Design
- At least 3 years' experience in corporate or agency environment
- Full proficiency in MAC design software
- Thorough knowledge with design and brand development
- Excellent written and oral communication skills are essential
- Proven organizational and time management skills
- Ability to examine, proofread, analyze and research
- Expertise in Adobe Creative Suite - InDesign, Illustrator, Photoshop, After Effects, Acrobat and Microsoft Office
- Expertise in video editing and production
- Experience with HTML and CSS3 is an asset
- Flash, After Effects and other animation software knowledge is an asset
- Knowledge and understanding of print production and communication
- Ability to fully understand and embrace company culture and core values
- The knowledge and ability to anticipate and react to change in a positive manner is crucial to the success of this position
- Ability to effectively manage multiple projects/tasks of varying complexities, meet deadlines and work well under pressure

What's in it for you?

For a list of the endless company benefits please go to:

<https://jobs.goodlifefitness.com/page/show/benefits>

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Instagram Influencer

Quantum Sponsor - London, ON
Part-time, Contract, Commission

Quantum Sponsor is looking for Instagram influencers to sign up and get paid to post for local London businesses, artists, and brands. There is no follower minimum, and all you need is a public Instagram account. Visit <https://www.quantumsponsor.com/influencer> to sign up.

Job Types: Part-time, Contract, Commission

Job Location:

- London, ON (Preferred)

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Marketing & Communication Specialist

Zucora - London, ON

We’re looking for exceptional people who can make a difference. For almost 40 years we’ve been building a legacy - rooted in our industry-wide reputation for delivering success for our retail partners and an exceptional experience for our customers.

As the country’s largest retail services business for the home furnishings industry, we continue to grow with innovative new solutions that help protect families, maintain healthy homes and provide smarter living opportunities for Canadians.

As a strong storyteller and exceptional communicator, you will have deep knowledge in all areas of traditional and digital marketing strategies that include SEO and Social Media marketing, video promotion, reputation management, Google analytics and other leading online initiatives that generate demand for our solutions and our partners.

Your experience with successfully implementing market-leading brand strategies, combined with your creativity will ensure we can communicate our innovative programs while continuing to build our company’s unique brand personality.

Responsibilities

As our marketing and communications specialist, you’ll work with both internal and external resources to help us develop and maintain consistent messaging for our various programs, products and brands.

- Create and maintain strong editorial messaging and content that supports our programs
- Partner with internal teams to develop communication strategies to meet our business goals
- Responsibility for overseeing the development and delivery of traditional program collaterals (brochures; POP materials; product packaging, etc.) in collaboration with our retail partners and outside service agencies
- Support our company’s sales and performance coaching teams with the creation and supply of appropriate digital tools, materials and presentations
- Responsible for coordinating our company’s participation in industry trade shows and marketing events
- Gather and analyze industry information to assess competitive environment, consumer trends and potential market opportunities
- Develop opportunities to highlight and communicate our company’s successful achievements through participation in company performance programs and recognition initiatives

Skills

Although you’ve already enjoyed some real world challenges and successes, you still have fresh ideas and a creative passion to explore new concepts. Ideally, you will have the following in your background:

- Ability to independently undertake industry and competitive research
- A Degree/Diploma in Marketing and Communications and/or similar experience
- A combination of experience and directly related education in digital marketing and social selling techniques
- Technical and analytical skills that can help us better understand and drive positive customer experiences

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- Create and coordinate content for collateral materials, videos, articles, websites, social media, and press releases that contribute to our thought-leadership positioning
- Trade show planning and implementation
- Experience with graphic design and video is an asset
- Ability to maintain and organize our files and libraries for multiple projects
- Experience with managing several projects simultaneously
- A positive, enthusiastic results-driven personality, together with well developed interpersonal and communication skills that enables you to deliver projects requiring an emphasis on speed, quality of execution and attention to detail

What We Offer

If you’re interested in joining a team of passionate, positive people who believe in making a difference, then we just might be the answer as you seek your personal success.

While we work hard for our customers and retail partners, we also recognize and celebrate the many contributions of our employees. We offer a highly collaborative team environment; a competitive compensation program, bonus incentives and full family-focused benefits program. We also have many employee events that deliver a whole lot of fun.

If this opportunity resonates with you, then send us your resume with the subject line *Marketing & Communication Specialist*.

If you’re selected for an interview, be prepared to pitch your ideas, innovative suggestions and recommendations as to how **you** can help take Zucora to the next level!

We thank all applicants for their interest in joining our team. However, only those who are invited to be interviewed will be contacted.

Job Type: Full-time

Job Location:

- London, ON

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Media Strategist

Postmedia Network Inc. - London, ON

The London Free Press, a division of Postmedia, is seeking a **Media Strategist** . As a member of Postmedia’s London sales teams, the Media Strategist is responsible for planning advertising campaigns; including research, campaign planning, determining product and/or solution, proposal development, and post-campaign evaluation. Work closely with the assigned sales teams; responsible for seeing that they achieve budget targets while ensuring that all campaigns deliver in full and meet the client’s needs and objectives.

Major Responsibilities:

- Develop custom integrated advertising campaign proposals across all Postmedia platforms based on client needs & objectives.
- Monitor and optimize digital campaigns across multiple platforms to ensure campaign is meeting client’s objectives/KPI’s and maximize campaign delivery and revenue through campaign management and consistent collaboration with internal and external customers.
- Support of post-sale due diligence; including general contract management, scheduling, intra-department communications, and providing detailed final campaign reports & recommendations for future campaigns.
- Attend client meetings (4-legged sales calls) with Media Sales Consultants, as required.
- Keep up to date with all industry trends, as well as changes within digital media.

Qualifications:

- University or College Graduate.
- Minimum 2 years of Digital Media experience.
- High level knowledge of the digital media landscape, integrated advertising trends and best practices.
- Demonstrated proficiency in the use of social media, mobile platforms and interactive web applications.
- Analytical & strategic thinker who can interpret data from Comscore and additional online analytics tools including SiteCatalyst and Google Analytics for optimal campaign result.
- Team-player who can champion campaigns while collaborating with sales, booking, production & trafficking of creative.
- Experience with Google AdWords and Google Certifications would be an asset.
- Well-organized, able to work well under deadlines, and comfortable with high-level of accountability for campaign success.
- Ability to train, coach, and motivate team members on multiple digital & print platforms.
- High level of proficiency in Microsoft Office, with emphasis on the ability to create professional presentations in Power Point and reports in Excel.
- Excellent communication skills in English (both oral and written) required.

Qualified Candidates should submit a resume and cover letter to the attention of:

Duane Acorn, Senior Manager of Media Strategy – Southwestern Ontario

Application Deadline: March 28th, 2018

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Postmedia Network Inc.

About Postmedia Network Postmedia Network Inc., a wholly owned subsidiary of Postmedia Network Canada Corp. (TSX:PNC.A, PNC.B), is the...

No phone calls or agencies please. We thank all applicants for their interest, however, only those selected for an interview will be contacted.

Postmedia Network Inc. is committed to providing accommodations for people with disabilities in all areas of the hiring process. If you require an accommodation during the hiring process, please make your needs known in advance. Accommodation requests will be provided on an individual basis.

Postmedia Network Inc. is committed to employment equity and an inclusive, barrier-free selection process and work environment. Postmedia Network Inc. encourages applications from women, aboriginal peoples, persons with disabilities and members of visible minorities.

Job Type: Full-time

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Production and Digital Manager

Red Rhino Inc. - London, ON

We’re on the hunt... RedRhino is growing and we are looking for more rhinos to join our herd. We are a team of wildly talented digital dreamers and brand believers with local, national and international clients. You will work among a multidisciplinary team of people who bring an analytical, creative approach to solving business problems.

Currently, we are offering a full time Production Manager/Digital Manager position with competitive salary, full benefits, education credits and room to grow.

All resumes will be reviewed. Please include a cover letter and tell us about yourself and your particular skills, talent and personality that relate to the position.

Responsibilities

- Work with account and creative team of 8 to 10 people to plan, assign, track and report on all team projects and activities
- Responsible for studio trafficking and management
- Drive all projects and ensure that they are completed on time
- Create project estimates, work-back schedules and project cost reports using agency software
- Enter daily timesheets and monitor efficiencies with creative studio
- Negotiate and communicate project details with vendors including printers, videographers, photographers, tradeshow companies and media companies
- Create and manage search, display network and social campaigns to create awareness, drive web traffic and lead conversions based on digital strategic plans

Qualifications:

- Minimum 3 years of experience in either an agency or similarly fast-paced, complex environment
- Relevant diploma or Bachelor’s degree with equivalent work experience

Skills & Requirements:

- Must be extremely well organized
- Must be proficient with Excel and Google Business Suite
- Must have experience with project estimating and scheduling
- Knowledge of digital and offset printing, out of home, print and online media
- Knowledge of PPC advertising, web analytics and reporting
- Excellent verbal, written, presentation and interpersonal communication skills
- Keen attention to detail and focus on task completion with ability to prioritize
- Must exhibit a willingness to learn constantly and absorb new information like a sponge, in both the technical and business realm

Other Experience:

- Creating and editing social media content
- Experience with integrated social and email campaigns
- Understanding of the creative design process is an asset

Compensation will be commensurate with experience. This position is open to Canadian residents only. We appreciate the time it takes to apply, but we are only able to contact those being considered for the position. Thanks for your understanding!

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Red Rhino Inc.

We’re a collaborative team of digital dreamers & brand believers that bring a diversified, multidisciplinary approach through strategic...



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Program Coordinator

London Clay Art Centre - London, ON

Opportunity overview

The London Clay Art Centre (LCAC) is embarking on an exciting strategic initiative to significantly expand programming for clay art classes, community partnerships, and team building events. As a pivotal member of the LCAC team, the Program Coordinator will spend their time between program administration and operational duties. The candidate will provide exceptional support in the areas of program development, communications, and relationship building. The goal of this position will be to facilitate the effective management and growth of programs according to the organization’s standards while also expanding LCAC’s audience within our community through a variety of initiatives.

Who would make an ideal Program Coordinator?

If you share our values and passion for developing innovative world class pottery/ceramic arts programming in London and the surrounding area, you may be the perfect fit! To be an excellent program coordinator, we are seeking a candidate who describes themselves as highly organized, detail-oriented, confident, strategic, resourceful, enthusiastic, creative, and equally comfortable working alone or as part of a diverse team. Reporting directly to the Board President, The Program Coordinator works closely with the Administrator, Studio Technician and Facilities Coordinator, as well as various key volunteers.

Responsibilities

- Develop and implement new program offerings to increase revenue
- Optimize new and existing programs in an upgraded space
- Formalize specific program offerings
- Grow our audience through a targeted marketing/advertising and community outreach
- Grow our community partnerships and develop new/ongoing opportunities
- Manage program-related communications through media relations, social media, etc.
- Support planning and coordination of complex programs and their associated activities
- Maintain the LCAC website with updated program details and registration information
- Ensure ongoing implementation and recording of policies and best practices
- Maintain budget and track expenditures/transactions for program activities
- Build positive relationships within the LCAC team as well as with external parties
- Review and update agreements with existing external community partners
- Schedule and organize meetings/events and maintain agendas
- Ensure technology is used correctly for all operations (video conferencing, presentations etc.)
- Collect/compile data through an effective automated system
- Create reports or proposals
- Organize external evaluation of program growth and effectiveness, as needed
- Report directly to the Board of Directors

Requirements

- Proven experience as Program Coordinator or relevant position
- Knowledge of program management and program development procedures
- Experience planning strategic marketing activities

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- Experience with management of social media platforms and campaigns
- Demonstrated independence, creativity, and resourcefulness, while working within the setting of a dynamic, diverse and multi-disciplinary team
- Knowledge of dynamics of working with volunteers
- Knowledge of budgeting/bookkeeping and reporting
- Proficiency in a variety of software, including MS Office (Excel, Word, Powerpoint, Access), at an advanced level
- Excellent time-management and organizational skills
- Excellent verbal and written communication skills
- Detail-oriented, results oriented, and efficient

Additional skills

- Grant and reporting writing skills an asset
- Familiarity with Paypal or similar payment gateway systems for registration purposes with website Content Management Systems considered a benefit
- Proficiency with Adobe Illustrator/Photoshop or other graphic editing /design programs
- Understanding of the Arts community helpful
- Understanding of pottery/ceramics helpful

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Program Coordinator, Indigenous Services

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London, ON >
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7 days ago

Social Media Content Writer

University of Western Ontario

★★★★☆

 101 reviews - London, ON
\$20 an hour - Part-time, Temporary, Contract

About Western

Since 1878, Western University has been committed to serving our communities through the pursuit of academic excellence and by providing students, faculty, and community members with life-long opportunities for intellectual, social, and cultural growth. We seek excellent students, faculty, and staff to join us in what has become known as the "Western Experience" - an opportunity to contribute to a better world through the development of new knowledge, new abilities, new connections, and new ways to make a difference.

About Us

The Centre for Research & Education on Violence Against Women and Children promotes the development of community-centered action research on violence against women and children. We facilitate the collaboration of individuals, groups and institutions representing the diversity of the community to pursue research questions and training opportunities to understand and prevent violence and abuse. We serve local, national and international communities by producing useful information and tools to assist in the daily work to prevent and stop violence towards women and children and vulnerable adults.

Responsibilities

The Social Media Content Writer is responsible for, but not limited to:

- Developing editorial content for our campaign blogs including original articles
- Sourcing informative infographics, POV’s and campaign news
- Create supporting visual elements for editorial content
- Research sector trends
- Assist in building relationships with social media influencers, bloggers, and other partners
- Understand what content is performing and why
- Maintain a workflow for creating, updating and retiring content

Qualifications

Education:

- Community College Diploma OR Undergraduate Degree in a related field

Experience:

- 3 years of work experience in a related field

Skills, Abilities & Expertise:

- Detail-oriented with an ability to function and process information with high levels of accuracy
- Ability to follow processes with high attention to detail
- Ability to employ a systematic and efficient approach to work
- Personable and courteous in working relationships with colleagues, students and the public
- Demonstrated ability to understand and resolve issues

Company Info



Follow

Get job updates from University of Western Ontario. By selecting Follow, you agree to get updated information and new jobs for this company by email. You can cancel alerts at anytime.

University of Western Ontario

★★★★☆

 101 reviews

The University of Western Ontario, which is commonly referred to among Canadian universities as Western or Western University, is a public...

- Ability to work independently and effectively as a member of the team to achieve department goals

Western Values Diversity

The University invites applications from all qualified individuals. Western is committed to employment equity and diversity in the workplace and welcomes applications from women, members of racialized groups/visible minorities, Aboriginal persons, persons with disabilities, persons of any sexual orientation, and persons of any gender identity or gender expression.

Accommodations are available for applicants with disabilities throughout the recruitment process. If you require accommodations for interviews or other meetings, please contact Human Resources at hrhelp@uwo.ca or phone 519-661-2194.


Please Note:

This position is expected to be filled by internal appointment.
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Social Media Marketer

SmartWebPros.com Inc. - London, ON
\$16 an hour

Job Summary

Manage social media accounts for SmartWebPros.com as well as clients. Create and monitor social media content and paid marketing campaigns.

Responsibilities and Duties

- Manage Facebook, Twitter, Instagram, LinkedIn accounts
- Post relevant and engaging content
- Create and track targeted paid campaigns
- Monitor client websites

Qualifications and Skills

- Facebook Blueprint
- Google Analytics Certification
- Google Adwords Certification
- SEO

Job Type: Full-time

Salary: \$16.00 /hour

Experience:

- Marketing: 2 years (Required)
- Facebook Marketing: 2 years (Required)
- Social Media ma: 2 years (Required)

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Apply Now

Please review all application instructions before applying to SmartWebPros.com Inc..

Apply Now

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>
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Ontario Regional Corporate Office
London, ON

Gateway Casinos 12 days ago

>

Digital Echidna
148 York St,
London, Ontario
N6A 1A9



digital echidna

April 23, 2018

Jackie Westelaken
Professor / Coordinator, Public Relations -
Corporate Communications
Fanshawe College
School of Contemporary Media
1001 Fanshawe College Blvd.
London, Ontario
N5Y 5R6

RE: Digital Communication Management Program

Dear Jackie,

The digital landscape is evolving rapidly and finding job-ready talent is becoming increasingly more challenging. Many technology firms are expanding at rapid rates, some even doubling the size of their workforces within one to two years. The demand for technical talent is increasing and our team would find it advantageous to have more digitally trained candidates to fill these roles.

Digital Echidna (www.echidna.ca) builds online solutions using an open-source technology platform called Drupal and our team has been very successful in attracting and retaining talent from local institutions -- including Fanshawe College. Our team has Fanshawe graduates in every function in our company ranging from account management, project management, operations, creative and web development.

We have been following a '*train and retain*' strategy, where we offer internships and co-op placements to give students the opportunity to gain real world experience, while still in school. Three to four students are offered full-time positions every Spring and many of them hit the ground running. However, we are still seeing a slight disconnect between the skills offered through the school curriculum and the skills being used in the field. Truly successful new employees are learning skills outside of the school curriculum in order to stay competitive in the digital job market.

Fanshawe College has many great programs and we feel that a new program in Digital Communication Management would be valuable. Many organizations are looking for employees who understand the basics of content management systems, social media management and

digital marketing. The industry is also looking for individuals who have a strong understanding of online metrics, who can translate these efforts into measurable positive impact for the organization.

A Digital Communications Management Program, should touch on the following tenets of the digital industry:

- **Digital Communications** - including writing for the web, responsive communications strategies and presentation skills.
- **Technical Proficiency** - understanding content management system (CMS) platforms, that move content management capabilities directly into the hands of end clients.
- **Data Management** - the ability to interpret data to help inform decisions that align with the business and the strategic goals of an organization.
- **Digital Marketing** - understanding online marketing activities that can attract new clients, new employees or that can help with brand positioning.
- **Project, Team and Time Management** - building skills that make teams more cohesive and effective. Having the ability to manage expectations and communicate the impact of decisions to both internal and external stakeholders.

Many other institutions are offering programs that give their students the skills listed above. A Digital Communications Management program, at Fanshawe College, would help students become more aligned with the skills needed in the current digital workforce.

If you wish to discuss any elements of this letter, please feel free to contact me via email or phone.

Best regards,



Victor Harris
New Business Manager
Digital Echidna
Phone: 519-858-4438 ext. 232
Email: vharris@echidna.ca

To Whom It May Concern,

Re: Attestation for the need for curriculum to support Digital Communication Management.

During my tenure at Arcane Digital, I founded the Internship/Academic placement program focused both on the teaching practical and technical skills sought by employers in an Agency / and the required skill sets for effective management of digital communications.

Over the course of 4 years, I hosted over 25 students from Fanshawe College and provided exposure to not only the strategy and execution of digital marketing and communications, but ensured that students gained familiarity with the plethora of technology that can enhance the effectiveness of any communications role.

Effective communicators and strategists need to be adept engaging with audiences across various platforms and tools. Digital content requires familiarity with photography, video production and editing, graphic design, and writing specifically for digital media.

In addition to these skill sets, being able to analyse and interpret data from these various platforms is a crucial skillset. There are numerous analytic platforms that measure performance across all channels and tools. They are vital to understanding consumer behaviour and engagement.

Next is the ability to respond to that consumer engagement and deliver customized content via CMS platforms.

Currently I am not aware of a holistic curriculum on the fundamentals on digital communications management and the multi-faceted considerations of performing this role effectively.

I would be happy to support this program's development through any resources at my disposal.

Sincerely,

Erin Mitchell

Public Relations – Corporate Communications Graduate Certificate Program

Program Advisory Committee Meeting

June 19, 2019 | H1005 | 5:30 – 8:30 pm

The following are the notes taken during the second half of the PAC meeting where we asked committee members and industry experts to provide feedback on the proposed Digital Communications program.

New Program

Steve Torrens went over the new program process power point presentation and an overview of the proposed program *Digital Communication* (working name among others)

Jackie discussed her experience at a conference with global communicators and learned that the next trend is “digital storytelling”. The most recent program and labour market data skills were reviewed and have a combination of design, writing and multimedia. Program target audience is international students. Many international students need two grad certs before obtaining a VISA so the hopes are that students take some form of marketing before they take PR. Cara has hosted four international students and thinks this would be a good idea as writing skills and ability is still important. Otte mentioned that many students have great intentions when writing but the basic Canadian Business English is just not there

Program outcomes were looked at and assessed. Kelsey noted that group work is also a must-have and students need to be prepared to communicate and write within groups. The group suggested that students need to also think like a designer which will help them to think like a writer – companies need designers that can write and writers that can design. If there is a great looking visual but a weak message it won't get the information across appropriately. The aspect of artificial intelligence comes into the program discussion and it's visible that this is top of mind for PR people that have tedious and repetitive work however AI will never replace the people who are figuring out the technology, reading the manuals and understanding how things work – technology is not a stagnant industry

Julia – The videography component could be improved; asked if students must have their own video equipment coming into the program. Steve discussed Media Services having access to all equipment that students should need. Julia mentioned that technology is at a level that's adequate but not necessarily top-end. Victor says students should have the eye to tell a visual story; the rest can be taught

Dave – Some students need assistance with confidence and confidence building; because of this some are just not right for a job. One should be able to apply themselves to a variety of different functions; they should ask for input, work on a collaborative process

Steve went on to discuss the continuation of the development of the new program; the PAC was in agreement. Storytelling is an important aspect. Creativity is important.

Group consensus on new program name:

Likes the idea of including 'management'

Keep the name shorter if possible; part of being an in depth communicator is being precise

Remove the word 'and' from the program name where possible

A D J O U R N M E N T

The meeting was adjourned with the next PAC date set for June 2020

Digital Echidna
148 York St,
London, Ontario
N6A 1A9



digital echidna

April 23, 2018

Jackie Westelaken
Professor / Coordinator, Public Relations -
Corporate Communications
Fanshawe College
School of Contemporary Media
1001 Fanshawe College Blvd.
London, Ontario
N5Y 5R6

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